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the **American Perfumer**
and **ESSENTIAL OIL REVIEW**
COSMETICS • SOAPS • FLAVORS

SEPTEMBER 1951

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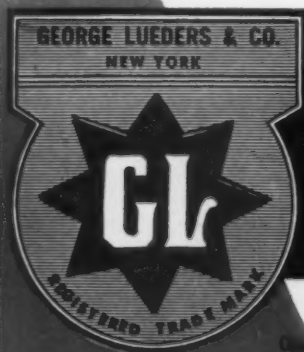
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& Essential Oil Review

the American Perfumer and ESSENTIAL OIL REVIEW

COSMETICS · SOAPS · FLAVORS

Established 1906

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The American Perfumer

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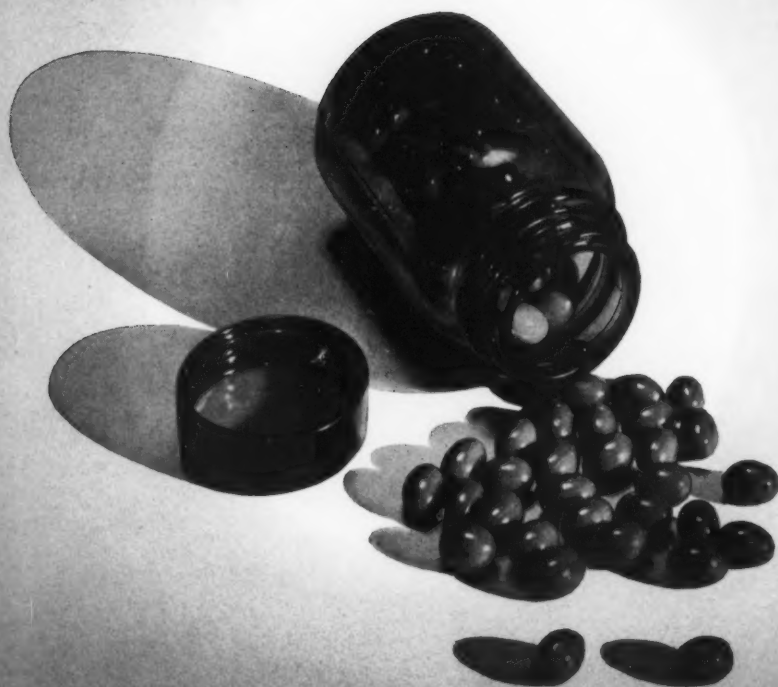


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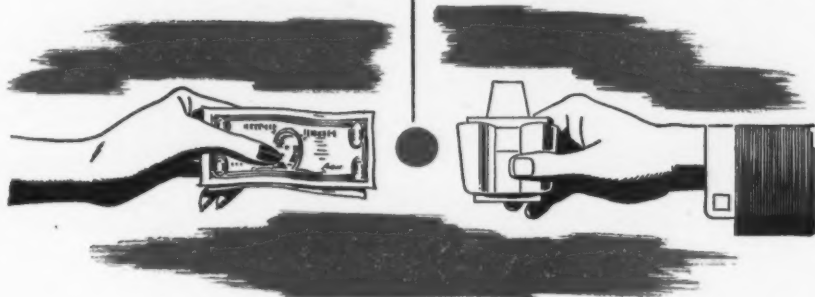
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& Essential Oil Review

September, 1951 161

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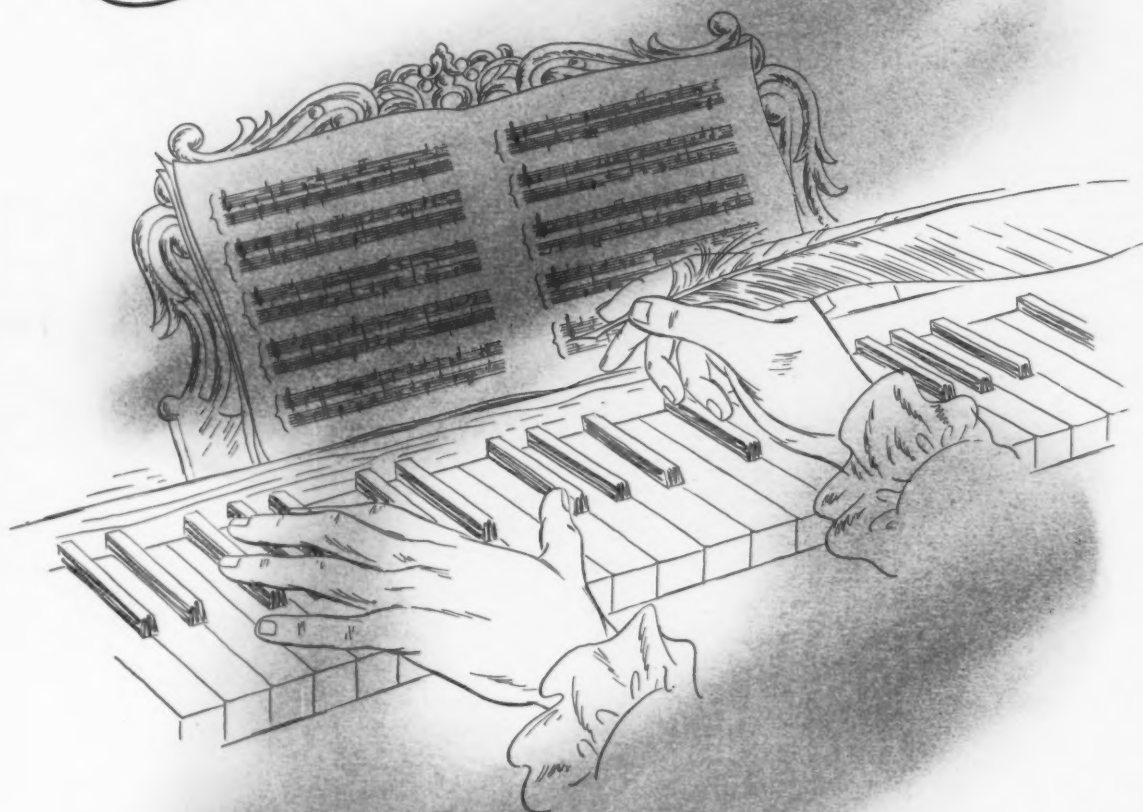
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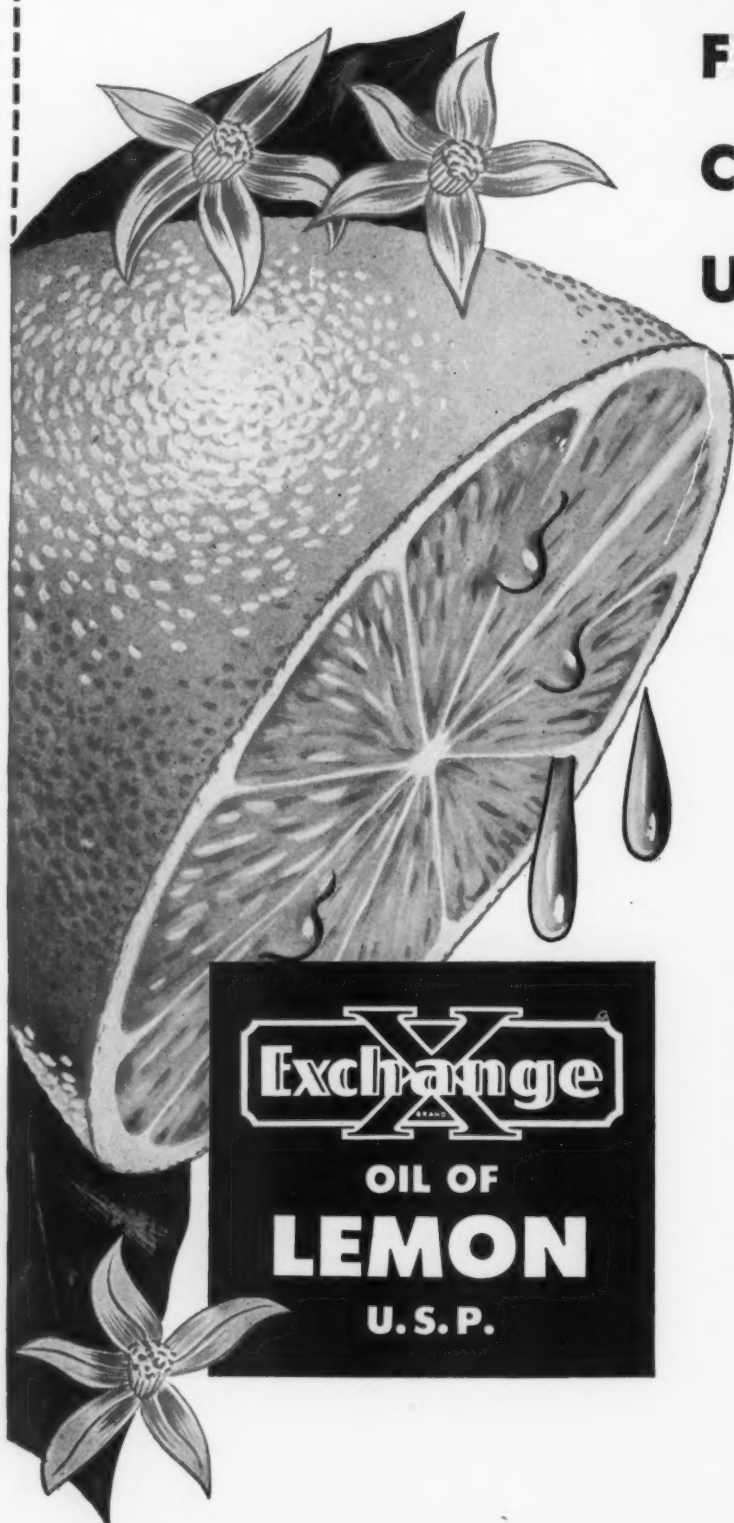
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TURN THE PAGE



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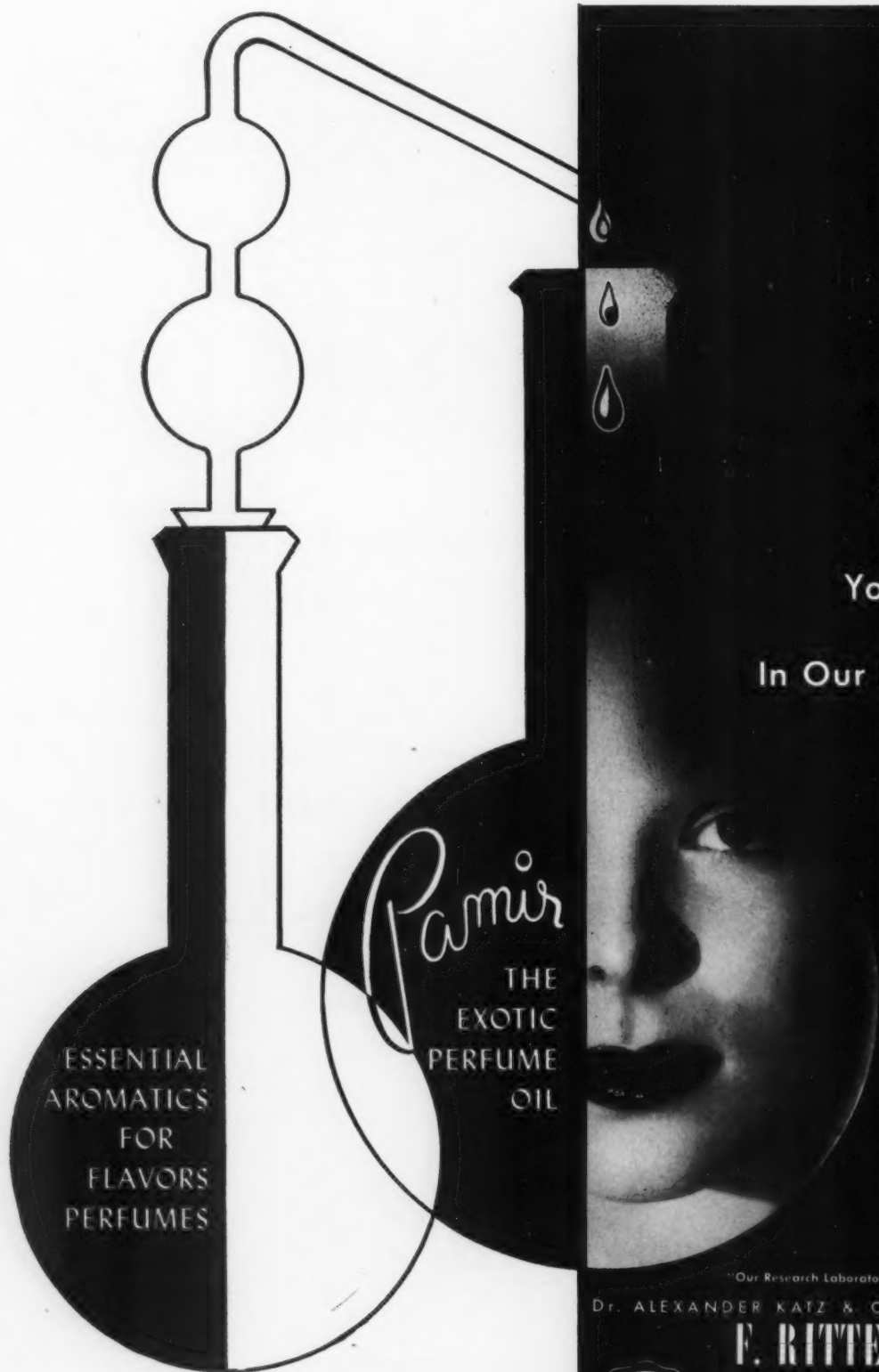


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M. G. deNavarre at work in his laboratory

Hand Pump Errors

Many factories use various brands and types of hand pumps on mineral oil, glycerin propylene glycol, and similar products, for the purpose of delivering a fixed amount of material per one or more complete turns of the handle.

In general these pumps are fairly accurate but this department's experience with them is that they don't stay accurate and that any material delivered by such a pump should be accurately measured afterwards or the formula may be way off.

This is not a criticism of the pumps and the fine service they perform in delivering contents from the drum but it is a warning that the amount delivered may not always be exactly the same amount.

More On Cold Waving

When Ray Reed saw my comments regarding Downings article on page 439 of the June issue of *The American Perfumer*, it brought forth the following analyses of the report in question. Everyone who reads this department will benefit from Ray Reed's analyses of the report.

"I am not interested in what Downing has to say about thioglycerol for, admittedly, this compound has a high sensitizing potential. I am very much interested in what he had to say about thioglycolates because I have serious doubts about the validity of his conclusions.

"Downing refers vaguely to his test thioglycolate waving lotion having a pH of 9.3 "with excess ammonia." In work of this type, if the total ammonia is not known, the results are almost valueless for

reasons that will become immediately clear. Moreover, to casually dispose of the other ingredients as "merely emulsifying agents" indicates a complete lack of appreciation for the role that such materials can play in patch test studies.

"Ammonia is, admittedly, a primary skin irritant if it is present in adequate concentration under the right conditions. Due to the strong buffering action of ammonium thioglycolate, a simple pH measurement is meaningless as to how much ammonia is present and whether the amount is in the primary skin irritation range.

"You will note that Downing refers to his reactions as being immediate. They are not described in detail, but I can only construe that they are of a primary irritant nature. Such reactions may be seen frequently when substances with sub-threshold irritancy are held in contact with the skin under an occlusive dressing, and they may be demonstrated with soaps, shampoos, organic solvents, ointments, etc. The reactions obtained under these conditions obviously have little or no relationship to the true irritation properties of the material when it is used under actual conditions of use. In a typical permanent waving process, the lotion is on the hair and scalp for 90 minutes, and not 48 hours. Moreover, when the waving lotion is applied to the hair and scalp, the lotion rapidly weakens due to loss of ammonia and to the oxidation of the thioglycolate. These effects are either prevented or greatly minimized under patch test conditions so any results on the latter basis must be interpreted with great care and certainly integrated with experience under conditions of use. In fact, the validity of patch tests in determining primary irritancy

has been challenged repeatedly in the dermatologic literature and I could cite many references that indicate the inadequacies of such tests as indicators of primary irritation.

"Downing's findings are so at odds with those of McCord, Behrman, Goldman, and all our work, that I can only conclude that his solutions must have been most unusual in composition and hardly representative of typical waving preparations.

"I would also like to point out that even if Downing's observations on delayed reactions are accepted as valid, he reports only one case among his 213 subjects so far as the thioglycolate preparation is concerned. What this reaction was due to, could only be determined by further patch testing with the various constituents of his formulation including, of course, his emulsifying agent."

Mineral Oil and Molds

In an article by Agello, Grant and Dutzke, *Archives of Dermatology & Syphilology*, volume 63, page 747, 1951, the authors developed a method of maintaining cultures of fungi (molds) pathogenic for man, utilizing mineral oil for the purpose of storing the mold cultures.

While this does not have too much direct application to this industry, it does develop the fact that mineral oil and possibly petrolatum can act as a vehicle for carrying mold spores in viable form and that the mold can start growing under the proper conditions, as for example when made up into a cream.

According to the authors the

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viability of a variety of mold runs up to about two years after inoculation. At the time the report was published, cultures 22 months old were still viable; it is possible that the spores and the mold growth itself in the culture tubes can live longer.

The authors tested 264 strains

of fungi and find that their method of preserving the culture with mineral oil can be very valuable in the laboratory. So, next time you run into mold in a cream with high oil and low water content you can look to the mineral oil as a possible source of contamination for the mold.

want you will be forced to use one of the para-phenylenediamine dyes which are known sensitizers. The hair straighteners to which you refer are based on thioglycolates in an alkaline emulsion consisting essentially of higher alcohols. A suitable base for experimentation would be 20 per cent cetyl alcohol, 1 per cent of sodium alkyl sulfate and 15 per cent of propylene glycol emulsified with the appropriate strength of thioglycolate solution.

Questions and Answers

893: Make-Up Pigments

Q. Will you kindly furnish us with any available information on the kind of pigments used for leg make-up, liquid powder, cake make-up and similar preparations. *M.H. Virginia*

A. The pigments used in the make-up products mentioned in your letter will vary depending upon whether they are used in aqueous suspensions or emulsions. If in emulsions, only the non-ionizable types such as titanium dioxide or zirconium silicate can be used. These are occasionally fortified with talc or kaolin and sometimes even use some zinc stearate. In the aqueous suspension, one can choose any kind of pigment that is available and which will do the job. Generally these are blends of zinc and titanium dioxide together with kaolin, talc and similar earth pigments.

894: Castile Shampoo

Q. We are writing at this time to ask whether you can help us get a correct formula for assembling and preparing the ingredients for pure castile shampoo with olive oil. *E.W.D. Kansas*

A. The question of what constitutes pure castile soap or shampoo is one that has been the subject of some litigation. We do not intend to take sides in this matter and therefore must make the only "safe" recommendations possible, namely that your shampoo be made of pure olive oil which at this writing would be exorbitant. If you don't use the split olive fatty acids then you will have to saponify the olive oil in the classical fashion but you should use potassium hydroxide as your alkali. In this writer's opinion you will probably get a poor shampoo with

an exceedingly high chill point. You can adjust the free fats or alkalinity as you desire but for best results you should have no unsaponified material in the formula.

895: Sun Tan Oil Base

Q. In the making of a sun tan oil which is considered the more adaptable oil base, mineral or vegetable? Also, its reaction to skin absorption. Is lanolin favorable too? Whatever information or data you can submit will be greatly appreciated. *J.A.L. New Jersey*

A. In making a suntan oil a vegetable oil is preferred but often times it is too costly, and unstable. More often a mixture of vegetable and mineral oil is the solvent used. Lanolin is desirable but does not stay in solution when dissolved in oil. There is no point in adding it to a suntan oil if you use the mixture mentioned above.

896: Negro Hair Products

Q. We are most interested in securing a rinse dye for the colored trade. This formula must be such that it is easy to compound and one that will prove to be non-allergic. We understand the difficulties connected with this and trust that you are in a position to supply this formula. We are also interested in a formula for permanent hair-straightener now used by the colored trade, similar to the Perma-Straight and other products of that type. You can find ads for these hair straighteners in "Ebony" and "Our World" magazines. We understand the same difficulties apply to this hair straightener that do to the dyes. *L.B. Alabama*

A. None of the rinses tint the hair sufficiently to be properly classed as a dye. In addition there is no true black rinse, it being mostly a dark blue. To do the job that you

897: Hand Cream Formula

Q. Please advise if you have available for general use a good formula for hand cream. This is a new item so far as we are concerned; your assistance will be very much appreciated. *S.M. Japan*

A. Try the following formula for Hand Cream which will be something like popular hand creams here:

1. Stearic Acid	18 parts
2. Potassium Hydroxide (100%)	1 parts
3. Cetyl Alcohol	0.5 parts
4. Propylene glycol	5 parts
5. Water	75.5 parts
6. Perfume q.s.	

100.00 parts

898: Castor Oil Substitutes

Q. Can you tell me a substitute to use for castor and mineral oil in the manufacture of oily hair tonics; which, in addition to those two oils, contain salicylic acid, quinine sulphate, petrohol (we do not use SDA 40) color and perfume. *C.N.C. Georgia*

A. The various synthetic fatty acid esters such as the oleates, stearates and laurates of the alcohols and glycols can be used as alcohol soluble oils replacing castor oil.

899: Mineral Oil Thinner

Q. A year or so ago you published in your magazine the name of the product to be added to mineral oil to make a heavy, less greasy, clear hairdressing. Now that I need this information, I am unable to find it again. Will you please supply me with this information and whether any special procedure is necessary? *C.J. Ill.*

A. We do not recall the reference mentioned in your letter but we can tell you that materials such as isopropyl palmitate or myristate will thin mineral oil substantially and reduce the stickiness.

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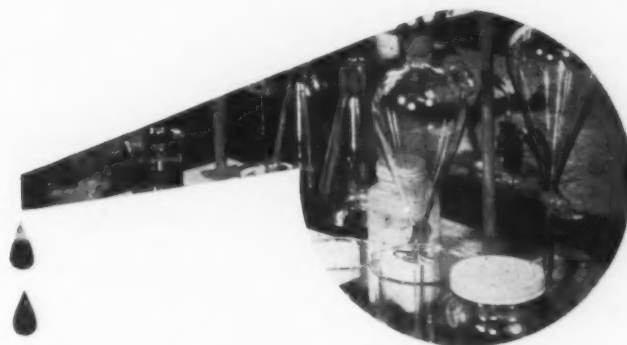
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Cosmetic Surface Active Agents

In the versatility of the newer non-ionic agents, in the bactericidal action and unusual wetting properties of the cationic agents and in the synergistic effects of all agents lie the unborn cosmetics of the future

FOSTER D. SNELL, Ph. D. and IRVING REICH *

IN SOME RESPECTS an excursion into the realm of surface activity is like going with Alice into Never-Never Land, where up is down and down is up. More often it is an application by sound logic of familiar physico-chemical principles.

Surface Chemistry

The formulation of cosmetics depends largely on the chemistry of surface forces and phenomena. In most such products, one phase has to be uniformly and permanently dispersed in another. Whether the particles dealt with are of colloidal size or much larger the principles of colloid chemistry are those which apply.

Classical colloid chemistry is the study of special properties of substances which have been dispersed to the colloidal range. Such particles are intermediate in size between those in molecular solution and those just visible in an ordinary microscope. Surface chemistry is the study of interfacial phenomena, and as such it provides a theoretical background for the behavior of colloidal system, and for the behavior of many other systems which are not ordinarily considered colloidal. However in general usage, the term colloid chemistry is often used as a synonym for surface chemistry.

Suspensions of fine particles in liquids, as in liquid make-up or toothpaste, are frequently not of colloidal fineness. Nevertheless the specific interfacial area is great enough for surface effects to become important.

Other types of systems with large interfacial areas are powders, emulsions, foams, and mists. Most cosmetic products either exist in one of these forms or are converted to one of them in use.

Considerations of surface chemistry become important when large specific surface areas are involved. In applying cosmetic products to the skin or hair, usually a small amount of product must cover a large area. This introduces considerations of wetting and adhesive forces between the cosmetic and the skin, surface changes at the interface between cosmetic and skin and at the interface between cosmetic and air, penetration into skin crevices, and sorption by the skin.

Importance of Surface Chemistry

Many cosmetic products are emulsions of one type or another. Questions of emulsion formulation and stabilization are primarily questions of surface chemistry. Other cosmetic products are mixtures of finely powdered materials or suspensions of finely powdered solids in aqueous or oily bases. In the latter class are toothpastes, lipsticks, mascara pencils, and liquid make-up. Securing properly formulated products which will not tend to soften, harden, or separate, which will have and maintain proper color, covering power, texture, etc., depends on applications of principles of surface chemistry; the specific interfaces here are those between two liquids or between a liquid and a solid.

* Published by courtesy of the Society of Cosmetic Chemists.

Certain cosmetic ingredients depend for their effect on ability to form a foam or lather. Among these are lather shaving creams and bubble baths. Others are expected by the user to foam under conditions of use, and therefore adequate foaming must be secured. These include shampoos, soaps, and most dentifrices. In foam formation, the interface between water and air is the important one.

Soaps, shampoos, and dentifrices are expected to clean skin, hair, and teeth, respectively. This introduces the broad field of surface chemistry known as detergency. That subject is too extensive to be covered here, since so many phases of surface activity are involved in detergency. Accordingly we should like to limit this discussion to the particular phases of surface chemistry dealing with emulsification and dispersion.

Dispersion and Emulsification

In making cosmetics, one may be dispersing a powdered solid in oils, as for lipsticks, or in water, as for toothpaste. One may be mixing and dispersing powders in each other, as in making face powders. One may disperse a liquid in a powdered solid, as when perfume oil is incorporated in face powder, or flavoring oil in tooth powder. Most commonly of all, one disperses one liquid in another to form an emulsion. Cold creams, vanishing creams, various special skin creams, cleansing creams, hand and face lotions, brushless shaving creams, permanent wave creams, and "milkified" shampoos are a few of the many types of cosmetic emulsions. Satisfactory appearance and stability of the product depends upon the correct performance of the dispersion step. That is why the theory is worth discussing in some detail.

Role of Mechanical Force

Regardless of how stable a disperse system may be once it has been formed, mechanical work is usually necessary first, in order to obtain the dispersion. The importance of proper dispersion in cosmetic manufacture is shown by the number of mixing and dispersing devices used. In addition to the various types of ordinary mixing devices, we have colloid mills, homogenizers, roller mills, microatomizers, etc. Each is best fitted for certain types of work. Rather than dwell upon the mechanical features of these devices, let us consider the physico-chemical factors which control dispersion, so that we can see what can and what cannot be accomplished by mechanical dispersing devices. Most of this discussion will be about dispersion of liquids in liquids, or emulsification.

Interfacial tension between oil and water hinders the dispersion of oil into small droplets when an attempt is made to form an emulsion by agitation. A definite shearing force is required to break a droplet into smaller droplets, and the interfacial tension resists that force. Such shearing forces are set up during agitation by differential currents of flow within the liquid. Bearing in mind the fundamental principles of viscous flow, it follows that the force pulling apart two points in a differential flow field will be proportional to the distance between those points. If those two points are conceived to be on the surface of a droplet, the force tending to tear that droplet apart will be seen to depend on the size of the droplet. Consequently, with a

given degree of agitation, droplets below a certain size will never experience forces strong enough to tear them, and hence a given force of agitation, no matter how long continued, will not produce an emulsion below a certain droplet size, as long as interfacial tension is constant.

During the earlier stages, the average droplet size will be decreasing and, for that reason, the rate of dispersion will be decreasing. Also the number of droplets and hence the rate of collisions between droplets, will be increasing. Therefore the rate of coalescence, which depends on the rate of collisions, will be increasing. Eventually a state of dynamic equilibrium is reached, where rate of dispersion equals rate of coalescence. If a greater rate of agitation were used, greater degree of dispersion would be achieved at the equilibrium state.

Now let us suppose the agitation stopped. Since the dispersing forces no longer exist, collisions caused by brownian motion, thermal currents, etc., will cause gradual coalescence until eventually we have two separate layers. Ordinarily the oil will be lighter than the water. When agitation has ceased, the oil droplets will all tend to rise toward the top of the liquid mixture. There they will be forced into contact with each other by buoyant forces, and will hence coalesce much more rapidly than if they had remained suspended throughout the liquid.

Another kinetic factor which can affect emulsification is that of energy barriers. There is a close analogy with ordinary chemical reactions. Probably no emulsion is entirely stable. That would occur only if interfacial tension were zero; but this is the condition required for solution, and two such liquids would therefore be miscible. However, an emulsion may be stable enough for practical purposes. A chemical reaction may involve a decrease in free energy and thus be thermodynamically possible. However a molecule, before reacting, may have to acquire a large amount of energy in order to form an activated complex. This energy is surrendered when the reaction occurs and hence does not figure in the net energy of the reaction. Nevertheless if this "barrier" energy is high, the rate of reaction will be very small. Similarly two droplets, to coalesce, may have to overcome an energy barrier imposed by the droplets having similar electrical charges. The charges may not lower the free energy of coalescence, substantially, and thus not alter the thermodynamic tendency toward coalescence. However, they may have a great effect on rate of coalescence by forming a high energy barrier. So an emulsion can be stabilized in the sense of greatly reducing the rate of coalescence, without affecting fundamental instability as determined by interfacial tension.

Ordinarily when a fresh interface is generated, the final equilibrium interfacial tension is reached approximately in a small fraction of a second. Further, electrical barrier forces are often not great. Consequently, interfacial tension is a rough guide to ease of emulsification and rate of breaking of the emulsion formed, but with numerous exceptions. All emulsions are inherently unstable, since coalescence of emulsified phase will, by reducing area of interface, reduce interfacial free energy.

Emulsions of practical interest have at least three

components: Two liquids—one of which is nearly always water or an aqueous solution—and an emulsifying agent. The emulsifying agent must concentrate at the oil-water interface. There it forms films which stabilize the emulsion. Like all surface-active compounds, emulsifying agents combine polar and non-polar groups in the molecule in proper balance to give the desired effect. Various mechanisms possible are as follows:

1. The emulsifying agent, if a soluble surface-active agent, forms an oriented molecular layer at the interface, and thus reduces interfacial tension. This facilitates rupture of droplets during agitation and permits formation of a finer emulsion by agitation forces. The very fact that an emulsion is fine reduces its rate of breaking. According to Stokes' Law, small droplets will rise to the top of the liquid more slowly than large droplets. As was noted earlier, forcing together of droplets at the surface of the mixture is an important factor in causing separation.

Further, low interfacial tension decreases the rate of separation by decreasing the proportion of collisions which are effective in causing coalescence of droplets. Thus interfacial tension will often roughly predict rate of separation. It follows that many widely used emulsifiers lower interfacial tension markedly. This is true of the classic emulsifier, soap. Soaps are the emulsifying agents in cold creams, conventional vanishing creams, and hand lotions, as well as many other cosmetic creams and lotions. An example of a product which can be formulated with a synthetic agent but not with soap is antiperspirant cream. The usual formulation is a type of vanishing cream containing aluminum salts. A water-soluble surface-active agent is required to form the cream emulsion, but soap would be precipitated completely by the aluminum ions. Many synthetic agents are insensitive to aluminum ions and can be used.

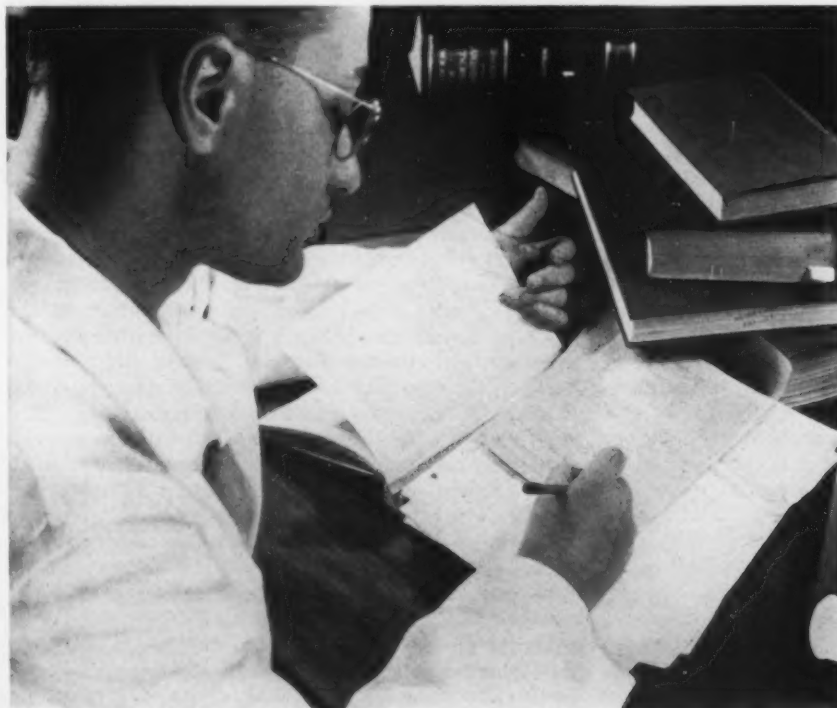
2. The emulsifying agent may consist of microscopic or even macroscopic particles which concentrate at the interface. Such particles would have to have suitable wetting characteristics and not tend to be strongly wet by, and hence pass completely into, either the oil or the aqueous phase.

As in the previous case, the essential point is that the free energy of the disperse liquid-liquid system, normally much higher than that of the separated liquids, is reduced by the presence of emulsifying agent at the interface. Here, however, the free energies of the solid-aqueous and solid-oil interfaces must be considered.

Thus many powdered substances can have an appreciable emulsifying value. Insoluble inorganic pigments aid in stabilizing liquid make-up preparations. Benzozonite is an especially effective emulsifier of this type, owing to its colloidal particle size.

3. The emulsifying agent may create a high energy barrier and thus, without necessarily lowering the thermodynamic "tendency" of droplets to coalesce, greatly reduce the rate of breaking. The barrier may consist of a charge imparted to the droplets by ionic emulsifiers. It may consist of a continuous hydrated film which has measurable rigidity and which prevents the oil portions of two colliding droplets from actually making contact. If the film is highly hydrated, so that there is an increase in viscosity at some distance out from the droplet, considerable clumping of droplets together or flocculation may occur without actual coalescence and breaking of the emulsion. An emulsion of this type may cream rapidly but break very slowly.

Classical gums such as tragacanth, karaya, and acacia, as well as modern synthetic gums such as carboxymethylcellulose and polyacrylates, function as emulsifiers of this sort. Also, by increasing the bulk viscosity, they slow collisions between emulsified drops and de-



Recording data in research laboratories of Foster D. Snell Inc.

crease the rate of creaming. Thus they may be valuable auxiliaries in emulsions stabilized primarily by surface-active agents. This is particularly true in liquid emulsions such as hand lotions.

It has long been known that some emulsifiers tend to create and stabilize oil-in-water (O/W) emulsions, and others water-in-oil (W/O) emulsions. Many attempts have been made to classify emulsifiers according to this tendency. Probably the most general rule is that emulsifiers will tend to make that liquid which preferentially wets them or preferentially dissolves them, the outer phase. Thus cetyl alcohol is strongly overbalanced in the non-polar direction, and it shows a definite tendency to stabilize W/O emulsions. Glyceryl monostearate has a more effective polar group and can be made to stabilize either O/W or W/O emulsions. Because it is not far from the point of optimum balance, for this specific purpose, its effect can be influenced by relatively small proportions of decidedly unbalanced emulsifiers. Sodium stearate, which has a still more effective polar group, shows a strong tendency to form O/W emulsions. Solid emulsifiers may be classified similarly, depending on which phase preferentially wets them. Too strong preferential wetting by either phase, however, prevents concentration at the interface, and is similar to great unbalance in the structure of a molecularly-dispersed emulsifier, whereby the agent becomes ineffective.

The classic emulsifier for W/O emulsion is lanolin. This material is rich in the higher alcohols known as sterols. It is not too difficult to separate the sterol fraction and incorporate it in a mineral oil or petrolatum base. This gives the "absorption bases" which are useful as emulsifiers without the odor and tackiness of lanolin. Lanolin and absorption bases are widely used as emulsifiers and skin emollients in cosmetic creams. It is easy to formulate creams analogous to cold creams, but with lanolin or an absorption base as the emulsifier. The currently popular emulsion hair dressings generally contain lanolin, both for its emulsifying value and its effect on the hair.

Emulsifier formed in Situ

A freshly created interface in a three-component system may require considerable time to reach its equilibrium interfacial tension. Let us suppose that in a specific system the equilibrium tension is very low—less than one dyne—but that several minutes or hours are required to reach that value, and that a freshly formed interface has a high tension—say 15 or 20 dynes per cm. During agitation, as soon as any portion of the oil begins to be divided, fresh interface with a high interfacial tension is formed. Therefore the oil resists subdivision. However, if by vigorous action, the oil is subdivided and maintained in very small droplets for an appreciable time, those droplets will achieve the low equilibrium tension, and the emulsion will be comparatively stable.

Here is an example from the field of metal cleaners. We found that a solution of 5 per cent of an oleate soap in kerosene shows high initial tension—12–14 dynes—against water. Over a period of several minutes, this value falls to one dyne or less. On the other hand, if the soap is formed at the interface by bringing to-

gether a solution of alkali in water and a solution of fatty acid in kerosene, the interfacial tension is at once found to be less than one dyne. From this, the emulsification behavior of these systems can be correctly predicted. When the alkali in water is shaken very slightly with the fatty acid in kerosene, a highly stable, finely dispersed emulsion forms at once. However, when the soap in kerosene is shaken with water, even though agitation is prolonged and violent, most of the kerosene does not emulsify. As soon as shaking is stopped, it rises to the top as a free solvent layer. But if this mixture is passed through a mixer in which a great deal of work is put into the system, a colloid mill for example, a finely dispersed emulsion is formed, and this emulsion is as stable as the one formed by combining alkali in water with fatty acid in kerosene.

Advantage is taken of this in preparing many cosmetic emulsions. Usually free fatty acid is incorporated with the oils and waxes, and free alkali is dissolved in the water. Then, at a suitable temperature, the two solutions are brought together. Wherever oil contacts the water, soap will form at the interface, reducing the interfacial tension instantly to an exceedingly low value. Thus a very fine emulsion can be formed without much agitation. If the soap were incorporated as such, much more vigorous agitation, possibly the use of a colloid mill or homogenizer, would usually be required.

The principle is used widely. In making vanishing creams, the molten stearic acid is mixed with a water solution of the alkali. In making cold creams, a mineral oil solution of the beeswax, which contains free cerotic acid, is mixed with a solution of borax in water. Conventional hand lotions, which are essentially dilute vanishing creams, are made in a similar manner.

Thus the stability of an emulsion may not be predictable by the ease with which the emulsion is formed. If we are primarily concerned with prolonged stability of the emulsion, and if very vigorous agitation can be used in the emulsification procedure, then low equilibrium interfacial tension is of primary interest. If, however, it is essential to emulsify an oil effectively without vigorous agitation, then initial interfacial tension is important. If that value is high, poor results will be obtained no matter how low the final value.

On thermodynamic grounds, surface-active agents of high molecular weight show a stronger tendency to concentrate at oil-water interfaces than low molecular-weight agents of analogous structure and with the same polar-nonpolar balance. However, such high molecular weight agents diffuse slowly and require considerable time to achieve equilibrium interfacial tension at an oilwater interface. The low molecular weight agents reach equilibrium rapidly, but that equilibrium value may not be low enough for long term stability of the emulsion. By using a combination of the two types of agent, it is possible to achieve quick effective emulsification and yet high stability. The low molecular-weight agent acts quickly to lower the interfacial tension moderately, and thus helps to disperse and temporarily stabilize the emulsion. On aging, the preferentially sorbed high molecular weight agent largely displaces the other from the interface, thus yielding a very low final tension.

Breaking and Creaming of an Emulsion

It is important to distinguish between breaking and creaming of an emulsion. Thus in an O/W emulsion, the oil droplets may actually coalesce and float to the top as a free oil layer. This is breaking. However, the oil droplets will float toward the top even if they do not coalesce. After a time, a clear aqueous layer may be seen at the bottom and a concentrated emulsion cream at the top. This is creaming. Since the emulsion has not broken, it can be redispersed uniformly by very slight agitation. As has been noted, creaming can promote breaking by forcing the droplets into contact with each other. However, if an effective emulsifier is used, the cream may remain unbroken for a long time. If a sufficiently aged emulsion cream is drawn off and allowed to stand, it will show little or no tendency to further creaming. The emulsified droplets are already packed as closely as possible, approximating the theoretical calculated packing.

Advantage has been taken of this effect to produce unusually stable emulsions by emulsifying 76 per cent of the inner phase with 24 per cent of the outer phase. The point is that close-packed uniform spheres occupy 76 per cent of their containing volume. Of course the 76:24 ratio is not exactly correct, since the droplets are of different sizes and since they can be deformed from their spherical shape under the forces of buoyancy. Nevertheless, emulsions made in this way often show very little or no creaming. An emulsion in which the inner phase is more than about 76 per cent of this total volume is apt to be very stiff, since the droplets are distorted from their spherical shape and can interlock instead of rolling past each other.

Combinations of Forces

It is essential for best results that the physico-chemical and the mechanical factors in emulsification be combined properly. For instance, the use of homogenizers or other powerful mechanical disintegrators to form emulsions may actually be harmful if the emulsifying agent is inefficient or insufficient. Many droplets which are uncoated or incompletely coated with emulsifier are formed, and these coalesce rapidly. Less effective agitation would have formed a rather coarse but tolerably stable emulsion. This happens.

On the other hand, if the emulsifier is a very effective stabilizer but does not rapidly yield a low interfacial tension for a freshly formed interface, then the use of the homogenizer or colloid mill may be highly desirable. Otherwise the droplets will not be as fine as they should be and the emulsion will appear coarse and will tend to cream, if not to separate. In some cases the work can be done physico-chemically instead of mechanically. Combining oils plus free fatty acid with water plus alkali, as discussed, is an example.

Use of Antagonistic Emulsifiers

It is frequently taught that emulsifiers which form O/W emulsions, for instance soaps and the water-soluble anionic and non-ionic agents, are antagonistic to those which form W/O emulsions, for instance lanolin, cetyl alcohol, and many oil-soluble surface-active

agents. The logical conclusion would be that it was always wrong to use such opposed emulsifiers together. That this is not necessarily true is attested by many useful formulas. Although an emulsifier sometimes breaks an emulsion stabilized by an antagonistic emulsifier, it is often found that a limited amount of a correctly chosen antagonistic emulsifier aids in stabilizing an emulsion. This may be due to the formation of a dual interfacial film, with one emulsifier-film more deeply in the water phase and the other more deeply in the oil phase. This would make the transition at the interface more gradual and would also increase the thickness of the emulsifying layer.

It is therefore not uncommon for limited proportions of lanolin or fatty alcohols such as cetyl or stearyl to be used along with soap or sodium lauryl sulfate in stabilizing O/W emulsions. A combination of an oil-soluble and a water-soluble non-ionic agent is sometimes a better emulsifier than either one alone. One of the largest manufacturers of non-ionic agents recommends use of such combinations in formulas for skin creams, sun-tan lotions, hair dressings, and other cosmetic preparations.

Dispersion of Solids

The dispersion of solids will not be discussed in detail. Solid particles, unlike liquid droplets, cannot ordinarily coalesce completely. They can and do group together, under certain conditions, to form loosely attached flocs. It is much easier to break a floc into its constituent particles than to break up the particles themselves. However, to do either is useless if the particles will coalesce into flocs again the moment agitation has ceased. Dispersing agents owe their effectiveness to sorption at the interface between solid particles and liquid, thus preventing the particles from flocculating. Here again it is necessary to integrate the mechanical and the physico-chemical factors or the product will be less satisfactory than desired, and money will



"I want you to develop a youth cream that will even work on you!"

be wasted in useless processing or in useless raw materials.

An interesting aspect of pigments in powders, lipsticks, and other pigmented cosmetics, is that their coloring power increases as they are made finer—up to a certain point—whether subdivision is caused by grinding or by deflocculation. This is true only within limits. Beyond the limit of fine particle size, the coloring power decreases. Particles which are substantially smaller than the wave length of light have no color.

Related to this is the fact that the whiteness of an emulsion is controlled by particle size. If an emulsion is quite coarse, it will be grayish and translucent. As the particle size is made smaller, it will become whiter and more opaque, since more surfaces at which light can be reflected and diffracted are created. However, if the particle size becomes too small, the emulsion will lose whiteness and opacity. The extreme example is a colloidal sol which, like a solubilized liquid, is transparent to transmitted light.

Usually the problem is that the particles are too coarse rather than too fine. So proper milling and deflocculation of such products as lip rouge is important, not only to obtain a uniform product, but to obtain maximum color. Variations in particle size cause differences in shade.

Deflocculation may be important for several reasons. If it is desired to suspend a powder in a liquid, as in calamine lotion or some liquid make-up preparations, flocculation must be avoided. Otherwise a coarse, unattractive precipitation will occur quickly. The consistency of a paste depends largely on degree of flocculation. Often a very firm paste will break down at once to a liquid or semiliquid when a trace of deflocculating agent is added. These considerations become very important whenever it is desired to obtain a paste of standardized thickness.

The foregoing discussion has necessarily been incomplete. Important fields of surface chemistry and cosmetic practice have been omitted or mentioned briefly in passing. To those who are not familiar with the science of surface chemistry, the treatment has probably been suggestive rather than informative.

Today, with so many new materials and new techniques available, workers in the field of cosmetic science require at least a working knowledge of the principles of surface chemistry. Without that, one is reduced to wasteful trial and error or dependence on manufacturers' recommended formulas. Particularly is this true for the use of the surface-active agents. In the versatility of the newer non-ionic agents, in the bactericidal action and unusual wetting properties of the cationic agents, in the incompletely explored special properties and synergistic effects of all classes of these agents, lie the unborn cosmetics of the future.

Every man who holds a good job got there through luck. All that he had to do was cultivate a pleasant personality; do his work a little better than the other fellow; always find time for that extra job; spend his spare time studying; always be on time in the morning and the last one to leave at night; have a good word for everybody . . . all of this regardless of hours of work, adverse criticism of jealous employees, and amount of salary. Luck did all of the rest.

Merchandising Check-up

FACTORS which may help to push up the sales curve may possibly be uncovered by a merchandising check-up. As a preliminary check up these questions have been submitted:

How good is our product? How modern is the formula?

How effective is our package? How long is it since we studied its status alongside of competing packages?

What about our trade relations? Are we getting from our dealers the most possible merchandising cooperation?

How are we equipping our dealers to sell our merchandise? Do we supply them adequately and constantly with displays and display material, with ideas and advertising material for the newspapers and with other literature?

Are our instruction booklets fully up to date? How long is it since we revised them?

How long is it since some one from headquarters called on our principal accounts?

Business is made up of endless detail and no detail will stand for long if it is neglected.

Lucky Breaks in Selling

IN selling the lucky breaks go to those who make things happen. Things don't happen for people who sit around and wait. The salesman must have confidence in himself, plus the capacity to inspire confidence in others. He must be alert and he must be keen. Yet he may have all of these qualities and still be a failure as a salesman. To be really successful, a salesman must have certain qualities of leadership. He must have that determination and "Do or Die" spirit which marks the exceptional man. He must have the power to attract others to him—personal magnetism. Lastly, he must be the sort of fellow we refer to as a "square shooter." Given those qualities any man who is willing to apply himself and made the effort that any worth while success demands can be assured of climbing high on this ladder we call leadership. There is no limit to how far that kind of salesman can rise. . . . The roll of American salesmen includes many great names. Those who sell have many reasons to hold their heads high.—J. C. Aspley.

No Old Age Security

THE business man who reaches the top of the ladder is the one who finds no place to sit down. Every business man knows when he goes into a venture that there is no old age security for him. He has to succeed or he fails. The fact that only five per cent of the businesses which are started succeed should refute any philosophy of an easy life.—Carle G. Conway.

It was wasted time to attempt the training of men to do a special type of work for which they are unfitted by ability or temperament. It shouldn't be necessary to make salesmen, chemists, purchasing agents, and advertising men out of raw materials. Leave the men alone and they'll find a way, or shake down to their own level.—Phoenix Flame.

Help Your Advertising Agency

Why your advertising agency should be let in on all of your company "family secrets" and why all of the departments of your business should be informed about the agency's plans.

JILL JESSEE

AN advertising agency is what most companies of any size (including those engaged in the business of cosmetics) can't get along without. An advertising agency is a sort of visiting nurse service on call for every conceivable emergency. An advertising agency is a catch-all for those many jobs the client is unwilling or unable to do for himself. An advertising agency is a fact-finder, survey-maker, recommender. An advertising agency is a reservoir of ideas for names of new products and shades. An advertising agency is a ticket service that supplies on the shortest notice valuable pieces of cardboard admitting two to any radio broadcast, TV show, hit musical, or the World Series. An advertising agency, in its spare time, writes copy, creates layouts and artwork, orders plates, selects suitable type faces, suggests the best media in relation to its clients' needs and budget, places the advertising with these media, hires talent, and collects its legitimate 15%.

When, and how, did this monster grow all these heads? And does every head have a normal-sized brain? Obviously you'd have to get yourself an advertising agency to make a survey to find out the answers to these questions. But while your secretary is calling in the hucksters, let's use a little common sense. No advertising agency, no

matter how large and diversified its staff, should be expected to solve all your problems. If you keep borrowing advertising agency brains and let your own atrophy, you're apt to wake up one day and find that the agency has just opened a factory to manufacture your product. That's about all there is left for it to do if the present trend of events is carried to its logical conclusion.

Now where did all this "added services" idea begin, with the chicken or the egg? Did the clients start it, or did the agencies themselves give birth to it? Whoever is responsible, a vicious circle has certainly been inscribed, and both agency and client are confused inmates within it. Naturally, the cosmetic business is not alone in this brain-borrowing enterprise. It just happens that it's the cosmetic business that concerns us and to which we direct our comments for whatever they may be worth at this very late date.

So far as we can analyze the thing, advertising agencies made their first mistake when they took publicity unto themselves as a sister service. Perhaps some threatening client forced some frightened agency into doing more for its money. Or perhaps some enterprising agency dreamed up the bright idea in order to outsmart its competitors and get the account. At that point



Packaging, promotion, publicity, sales training, display and merchandising must be inter-connected and must work together as a unified mechanism. With the proper co-relation your agency will produce results for you.

in time, advertising agencies as well as clients, were often confused themselves as to the differences between publicity and advertising—in their essential natures and in their techniques. Anyhow, once started, it couldn't stop, and more and more agencies found themselves compelled to offer publicity services to an actual or potential account even if they had to go hire someone for the job whom the account might as well have hired direct.

We don't choose to argue the pros and cons of whether an advertising agency is equipped to do a good publicity job for any given client. So much depends. The job can range from "poor" to "excellent." The point is that every agency, whether it wishes to engage in publicity activities or not, feels obligated to render such services if desired by any client. But the real flaw in the set-up is that a precedent was established and the demands on an advertising agency have grown to absurd proportions. So an advertising agency takes care of your advertising. So it takes care of your publicity. So it takes care of a dozen other things in which it is not qualified nor expert. It's your business to know your business. It's an advertising agency's business to know its business—namely, advertising!

Certainly advertising, itself, has become highly complex in this modern world. Consider printed advertising alone with its multiplying magazines catering to every segment of society, its myriad newspapers with individualized appeals, the supplements, car cards and billboards, direct mail. Then, radio adds its specialized problems, and TV adds itself to radio. Don't you think an advertising agency has a real big job to understand thoroughly and to handle competently the advertising of its variety of clients? And don't you think you should look to other specialists for other specialized jobs?

Packaging, promotion, publicity, sales training, display, merchandising, each requires special skill and experience. They are related to advertising only in the same degree as they are related to each other. All of these phases of your business must be inter-connected and must work together as a unified mechanism. Certainly we don't recommend that one hand not know what the other six hands are doing. An advertising agency, in order to operate successfully, must be let in on all the "family secrets"; and, conversely, all of the branches of the client's business should be informed on advertising agency thinking and planning. Often an idea originating in one department, packaging as an example, may set up a wave of inspiration that carries through every other department until a complete and coordinated plan is evolved.

But to wish the *whole* job on your advertising agency is doing both it and yourself an injustice. And to make your account executive feel that the agency better produce—or else—could explain a lot of the ulcers and heart ailments prevalent among the agency boys. For that 15% or even that 15% plus fees, you can't buy expert knowledge and experience in every phase of your own business from one source. Be honest. Isn't the root of this passing the buck to the agency pure and simple laziness? Try doing more of your own thinking within your own organization. It should be better thinking than your agency can give you because it comes out of everyday first-hand grappling with the problems of your business. All the surveys and all the theoretical ideas won't replace your own company's brains and talents and hard

experience with the facts. Let your advertising agency do your advertising, and you'll find that they'll really produce for you!

Procter & Gamble Policy

T. J. WOOD, vice president in charge of sales for Procter & Gamble Distributing Co. in speaking before the American Management Assn. on meeting changed marketing conditions emphasized a basic policy of his exceedingly successful company. He said in part:

"We have never in our business subscribed to the philosophy that even when stocks are short, the advertising on a brand should be discontinued or even drastically curtailed. During the entire period of the last war, therefore, the advertising of our major brands was continued in order that the name and recognition of values in those brands might not be forgotten by the consumer and the dealer."

Inflation Controls

IT is of first importance that inflation controls should not interfere with production The National Retail Dry Goods Assn. points out in a policy statement.

The statement says in part:

"We are particularly concerned with the interferences of production, such as disappearance of low-end merchandise, shift into unaccustomed lines of output, and cheapening of materials and workmanship, which are likely to be occasioned by application of the so-called absorption principle."

Consequently the association urges in the revision of the Defense Production Act the following provisions:

1. In no case should a price ceiling require a retailer directly to absorb in whole or in part an increase in the cost of goods to him.

2. In the event a price ceiling attempts to restrict normal historical distributive margins for an item through such devices as the "pass through" of a permissive increase in the cost of goods (without allowance for distributive margin on the increase) the following conditions should be met:

The restrictions should apply only to items of recognized importance in the cost of living of lower income groups.

Any "pass through" of this kind should include the operating expenses incurred by retailers which are of a comparable nature to those costs which have been allowed to manufacturers.

And, the price administrator must find on the basis of substantial evidence that any restrictions on normal margins are necessary for the public welfare and will bear equitably and proportionately on all parties producing and distributing the item.

In times like these it is always well to remember there are, and always will be, buyers of products of quality. The American consumer is constantly trying to improve his living conditions with better homes, better clothes, better foods. It's in the blood! That is why the United States is the most prosperous nation in the world. That is why its future cannot be questioned.

Controlling Household Odors

IT is not possible to list all sources of unpleasant household odors. They include tobacco smoke and partially burned tobacco; leather; rubber; some woolen fabrics; and a variety of plastics brought in as furnishings; fecal material from mice or pets; dead animals; sweat in unwashed garments; cleansing agents in washed ones; paint and some lubricants; material charred in some previous fire; food being prepared for the table; decaying food in storage or dropped on rugs or porous floors; food spilled in ovens or on burners and repeatedly heated; and food, particularly fat, that has been vaporized during cooking and condensed on walls and furnishings; mildew and decay of building and furnishings; and such things as naphthalene, coal tar, and creosote used to prevent damage by insects, water, or decay. Trouble is caused not so much by volatile substances initially present in food, sweat, and animal excrement as by those produced later by the action of bacteria and mold.

The best solution of an odor problem is to find the material that is the source of the odor and remove it, if possible. When we cannot remove it, we can sometimes prevent its decay or change the rate of decay enough to make the condition tolerable. Since neither bacteria nor molds grow in very dry material, this can often be accomplished by drying out the contaminated area and stopping leaks or applying waterproofing to keep it dry. Hypochlorites, particularly in the form of "chloride of lime," have been used for generations, partially as cleansing agents but mainly as germicides, and have been considered important "deodorants." Sodium hypochlorite solutions are now more used than chloride of lime and are probably better. A class of compounds relatively new in commerce, the quaternary ammonium compounds, has value both as a detergent (cleansing agent), for which it is rather expensive, and for preventing the growth of bacteria and fungi. These compounds are almost nonvolatile and are not poisonous to human beings even in rather large quantities. The traditional unpleasant moth preventives, naphthalene and para-dichlorobenzene, can be replaced by a more effective and much less odorous spray of DDT or similar insecticide.

Next to cleaning up the sources of odor, the most attention should be given to ventilation. In most houses the sources of unpleasant odors are localized, for example, in the kitchen, bathroom, or a freshly painted bedroom.

Why not destroy household odors by incinerating them, say by a constantly burning candle flame? The reason is that it takes too long for any large part of the air of a room, with the odor it carries, to pass through, or "come into contact with," the flame. From a knowledge of what takes place in a flame and of the composition and weight of candle-wax burned, we can compute accurately the quantity of air that passes through the luminous surface of the flame. We find that if as many as 100 ordinary candles were burning in a living room of average size, 16 by 20, a volume of air equal to the volume of the room would pass through the flames in about 12 hours. But our homes are not tight; we do not want them to be. There is a continu-

ous flow of air through all our rooms at all hours of the day and night, even if the doors and windows are closed. An average closed room has at least 20 changes of air during 12 hours.

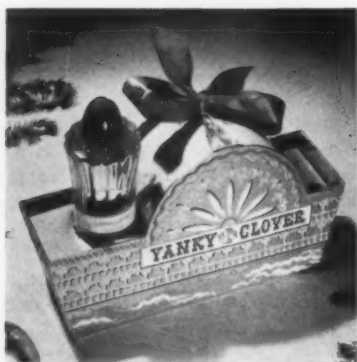
Now, it is a well-established fact that the human nose is not sensitive to a change in the concentration of odor as small as one part in twenty. The limit is more nearly one in three. Then, since even 100 candle flames would not remove as much as one-twentieth of the amount of any constituent carried away by normal ventilation, it is certain that the odor removed by the flames would have no detectable effect on the odor in a room of ordinary construction. We are dependent entirely on ventilation for the renovation of the place.

This necessary conclusion is not limited to flames. We are frequently told that this contrivance or that will remove or destroy odors. But a candle flame is the center and cause of vigorous air movement, and it offers no obstruction to the flow of air right through its surface. In contrast a solid or liquid surface, even in a breeze, is surrounded by a nearly stationary layer of air through which molecules can reach the surface only by the slow process called diffusion. The difference from a flame is fairly comparable to the difference between the rate of passage of smoke through an electric fan with the current off and on. Insofar as the supposed action of a proposed deodorizer depends on an odor reaching its surface, it can do no more than destroy each molecule of odor that reaches it, and unless the active surface is several times larger than the combined luminous surface of a hundred candle flames, it is useless in comparison with the removal of odor by normal ventilation.—*Abstract from a study by Elmer R. Weaver, National Bureau of Standards.*

Sales Management Tests

1. The cost of sale is only one index of selling efficiency.
2. Know the source of your sales. A big order may be a bigger detriment to your business.
3. Are your men call-conscious and order-shy?
4. Guard against skim selling. There's no profit in peddling short price leaders.
5. A business prospers directly with the increase and diversification of its outlets. The ratio is inverse when pressure for dollar sales permits the inbreeding of a territory.
6. Too many reports—the cancer that eats into selling time.
7. Your weekly sales standing reports may be slow poison instead of a tonic for the sales appetite of the rear guard.
8. Are your men mechanical salesmen? Or, are they real order mechanics, equipped with a full complement of sales tools?
9. Do you think you could keep your presentation fresh and sparkling after working with the same set-up for 90 days?
10. Get back into harness again. It's good for your soul and your sales. You can never earn a better rating than "a darn good salesman."—*Sales Management.*

It is the biggest mistake to think you are working for someone else.—*Phoenix Flame.*



RICHARD HUDNUT is just wild about its Showboat, a gift package which holds a satin bowed drum of dusting powder and a bottle of Yanky Clover cologne. The combination sells for \$2.85.



SEAFORTH is faring forth with this \$4.95 duralite men's travel kit containing unbreakable 2 oz. bottles of shave lotion, talc, cologne, spray deodorant, brushless shave cream and hair dressing, with room left over for other items.

SHULTON gets into the Yuletide spirit by bedecking the red carton of its Old Spice after shaving lotion with a hood of green metallic paper with cut-out Christmas tree balls. The price is \$1.75.



180 September, 1951



CHEN YU is placing its chips on this combination lipstick set, called Lip Duet. It consists of a small red suedine purse kit containing a Chen Yu lipstick in Enchanted Lilac or Double Peony and Perfectionist Lip Shaper. The combination sells for \$2.25. Another Chen Yu entry is Flatterette, a drawstring pouch containing Chen Yu Cloudsilk compressed powder and lipstick in a golden case. It sells for \$2.



PEGGY SAGE has fallen in love with the above Snow House. It holds a regular size Crystallin Finish polish and Shimmer lipstick. The package retails for \$2. An item along similar lines is lipstick and polish in a sleigh, selling for \$1.95. Nail polish or lipstick decorated with a Santa Claus head each sells for \$1. Three purse size Stay Sheen lipsticks in a welded pink or white plastic container sell for \$1.25.



Christmas Packaging

BOURJOIS presents a real puzzler with its Endearing perfume in a bird cage. The perfume appears to be in the center of things. This unique package retails for \$1.25.



PRINCE MATCHABELLI has written down this perfume dispenser on pine corsage on its Christmas list. The 1 1/4 dram dispenser is leak-proof and comes with anyone of four perfumes. Beloved and Crown Jewel perfumes are \$3, Stradivari \$2.50, and Duchess of York perfume is \$2. Packaging is a set-up gift box with a transparent cover.



The American Perfumer



YARDLEY is centering its Christmas hopes on this leather travel kit—with waterproof lining—for men. It contains a shaving bowl, an aluminum shaker of talc, and a bottle of men's cologne with room for other items. The price is \$16. A rubber-lined miniature duffel bag, containing shaving cream, talc, and after shaving lotion, sells for \$4.95.



GOURIELLI enters Christmas confidently with its Cocktail Calendar. The package is designed as gift for couples. Boxing is in the nature of a calendar with a December 25 date. It contains a 2 oz. bottle of Here's How cologne for men and a 2 oz. bottle of Five O'Clock Eau de Parfum for women, both in the shape of cocktail shakers. The combination sells for \$5.50. Another Chen Yu entry is Flatterette, a drawstring pouch with Cloud-silk compressed powder and lipstick in a golden case. It sells for \$2.



CUTEX is placing its bets on this styrofoam bell, which holds a lip-stick inside, and which also serves as a tree ornament. It retails for \$1. The Peggy Sage line has a similar package.

and Promotions

TUSSY is entering the Christmas merchandising race with this perfume candle stick. It consists of a 1/2 dram each of Midnight and Optimiste perfume, in a double-ended perfume vial, with double-ended polished brass cap centered between. The vial has been placed in a clear hollow candle on a red plastic candlestick with handle. The candle is decorated with a red ribbon and green wreath, and the top of the candle is tipped with an orange flame. The package sells for \$2.



LENTHERIC is cooperating with Santa with its 1/2 ounce bottle of Beloved Tweed perfume packaged in a Christmas Carol book box. Covered with a white satin-like finish, its binding dangles bells, in tune with the page of music, which is Jingle Bells. It is priced at \$5.50. Another novel Lentheric package is a Jack-in-the-Box item, holding a two oz. bottle each of Toilet Essence Tweed and Toilet Essence Repartee. The combination sells for \$5. Lentheric also employs a decorated Christmas sleeve over its regular packaging of Bouquet.



COURTLEY is courting luck with its \$1 Lucky Choice package of two matching bottles of after shave lotion and men's cologne. Its \$2.85 Lucky Three package has after-shave lotion, body powder, and brushless shave cream.

WRISLEY enthusiastically recommends its Who cologne to Santa. When the bottle is spun around in the container a man's name shows through a small masked slot. The 4 oz. bottle sells for \$1.25.



Color in Packaging

PACKAGE design with color seems to be mainly concerned with high attention, ease of recognition and memory value, according to a survey on the value of color in packaging made by the Eagle Printing Ink Co.

Red and blue, one a color of high recognition and the other a color of universal appeal, are predominant and rank almost equal in preference. Yellow, the color of highest visibility in the spectrum, finds widespread use. Green, which ranks fourth, lends itself to certain restricted uses. While odd shades, blue-greens, yellow-greens, lavender, pink, etc., may be individually and intrinsically beautiful, they lack primitive and primary qualities and hence fail either to compel the eye or impress themselves on the memory.

Here is a check-list of objectives:

1. The first duty of the package is to command the eye. Here color is perhaps most vital.

2. After catching the eye, the second duty of the package is to tell what it is and establish its identity. Here typography and design are important.

3. The third duty of the design and color scheme is to be appropriate to the product it contains. What factors in design and color seem to lend themselves best to a particular item?

4. The fourth duty of the package is to please the eye and the emotions. A startling package that catches the eye but fails later to please is not as good a package as one that achieves both.

5. The fifth duty of the package is to invite handling and further examination. Here is where neat details count and where the customer is urged to open his or her pocket-book.

6. The sixth duty of the package is to be well constructed, durable, and handy in use.

The Course to Take

WITH the threat of an inflation bust hanging over head—we have taken an eight-year lease on new offices almost double our present space and more than double our present rent.

With the clouds of a third world war growing blacker—we have added to our staff and substantially increased our payroll.

We are prepared not only to render better service to present clients, but also to comfortably handle a substantial amount of additional business; and we expect to get that increase.

What other attitude can any soundly established business take? On the record of 29 profitable years out of 31 years of operation . . . why should we or any concern with a similar record sell this country short?—*Gallaway Associates.*

Substitutes

ANOTHER period of substitutes, and substitutes for substitutes, is in the making. This is readily apparent in the reports, bulletins, and newsheets originating in Washington where gobbledygook is used as a substitute for thinking.

Here are a few examples: operations-level directive, channelized productive capacity, quantitative alloca-

tion, conversion lag, top-level decision, procurative procedure, rating authority, re-negotiable provision, rollback, turndown, markout, head up, and phase in.—*Phoenix Flame.*

Wage Earners Doing Well

TYPICAL wage earner families are better off now than a year ago according to a table prepared by Macfadden Publications Marketing Memos.

The following table shows a typical spending pattern for a wage earner family of four: the principal wage earner, his wife and two children.

SPENDING PATTERNS FOR WAGE EARNERS

	Pre-Korea	Current
Income	\$ 4080	\$ 4663
Income taxes	\$ 215	\$ 358
Food	1130	1185
Clothing	600	620
Shelter (including fuel and electricity)	520	540
Insurance	150	150
Medical, Dental, etc.	110	115
Transportation	300	325
Total Expenses	\$ 3225	\$ 3302
Education	10	12
Contributions	80	80
Dues and Assessments	35	35
Personal Care	75	82

AVAILABLE for purchase of durable goods, recreation, savings, etc. \$ 855 \$ 1361

This amount available for products and services not in the over-all pattern is currently nearly 30% of the wage earner family income. Pre-Korea, 21% of income was available in such manner.

Cosmetic Excise Tax Collections

COSMETIC excise tax collections for the years of 1919 and 1950 and also the collections for the months of 1951 so far issued are given in the table following:

	1951	1950	1919
January	\$12,255,363	\$ 9,836,052	\$ 9,648,063
February	12,867,842	11,654,681	12,984,776
March	8,534,569	6,811,063	6,796,181
April	5,746,348	6,985,099	6,913,884
May	9,293,461	8,316,993	6,983,445
June	8,622,275	8,136,742	7,625,450
July	8,901,311	7,965,373	6,776,881
August		9,671,335	7,807,221
September		7,542,472	6,859,446
October		7,900,314	6,760,409
November		8,159,612	7,738,779
December		7,781,091	7,312,007

Whether or not you maintain your own laboratories, the "chemical audit" of your raw materials and finished products, made periodically by qualified analytical chemists *outside* your organization, is just as necessary to manufacturers as is the independent audit of your bookkeeper's records.—*Earl B. Putt.*

WHAT THE RETAIL BUYERS REPORT

Fall Business Average, Fails to Reach Last Year's Record, Mid-West Buyers Report

JEAN MOWAT

Chicago—Chirping crickets, chilly evenings, and crop reports have made cosmetic retailers aware of fall business which is slowly moving upward, but is not reaching the levels of one year ago. At that time the demand for soap and allied "must" items was so tremendous that retailers had trouble in filling orders.

"Business is about average," said a leading St. Paul buyer. "It will not reach the 1950 peak . . . at least we do not think it will. Last August-September we did three months' business in soaps!"

Too Many Lines

When retail buyers stop complaining manufacturers of cosmetics will need to find other outlets for their creative talents. Today, every buyer of cosmetics, in a dozen cities has one complaint: *too many lines per house*.

How can you sell a woman a good treatment cream, they ask, when there is a night, a moisture, a foundation, a blemish or freckle cover-up, and cleansing creams that range from homogenized to a "salon" type?

The buyers complain that the sales women now hand out a jar, or else let the woman decide what she thinks she wants. The girls are even more confused than the buyers by lines so large that they lose track of what's what.

"When a woman comes in with heavy make-up," stated a sales woman who has been selling for about 10 years, "how can we tell about the condition of her skin? Few of them ever know whether their skin is oily, or too dry. They are not experts nor cosmeticians. It's our business to sell them. We do. Sometimes we are right and equally as often we may be wrong."

"The buyer complains we should do more business. We'd like to do

so. But our sales are spread so thin throughout the various lines that no sale looks important, for it is not. We would like to see the treatment lines cut in half. It would be better for the maker, the store's inventory would be less and the return to the consumer and to the manufacturer would be larger. A woman would make a purchase quickly and have time to consider other products. Now, we take time to try and tell her what is what in half a dozen different creams all of which do practically the same thing for her. She's confused . . . so confused most of them go and buy soap and a new washcloth. I don't blame them. Our buyer knows how to buy, but she often is compelled to take on all the new items in a line to obtain the amount of 'staples' we sell every day."

Bottle Trouble

Every product needs to be well packaged and well displayed to sell but tall spike-like tops catch sleeves and crash. One of these days the maker is going to find that all the fancy tops he added, to obtain a few cents more for the product, have vanished from the shelves.

Equally as costly to the store are the tapered bottles with the point at the bottom and a backing needed to keep the bottles in display. A solid base is as much in demand today as at any time. With more and more women holding outside jobs there is little time for them to be fussy, except in the original purchase. "This fragrance," said a Des Moines buyer, "is excellent and lasting, but we cannot sell it because of the bottle; it tips and crashes."

Demand for Small Sizes

Within the past two months a definite trend away from large jars and bottles has been recorded in all major stores of the Middle West. The larger jars and bottles offer

Bargain-hunting public wants cosmetic problem-solvers as glamour and luxury appeal take second place.

Buyers urge more intensive promotion of smaller cosmetic lines, with fewer fragrances and color shades as price-cuts loose their buying stimulus.

Children's, teen-agers' and college-girls' markets are an undeveloped frontier to the cosmetic trade.

more for one's money than the smaller ones, but women have ceased buying them. They want small jars and equally as small bottles, whether it is essence, cologne, or toilet water, and even small bottles of bath salts and bath oil are more active in sale than the larger sizes.

Here is the consumer's answer: The large treatment creams become either rancid or dry out; the larger bottles of fragrance fade after these are opened, and unless "lavishly" used become inert. Try selling a large item against those reactions.

Promotions

The Rubinstein promotion of four different cream units was a Middle West promotion. Blocks, Indianapolis, gave it two columns, the length of the page; Famous-Barr Co., St. Louis and Chicago stores, used half page ads. Some stores used the display that created traffic interest. Famous's home permanent for children was a feature for last month. L. S. Ayres Co., Indianapolis also stressed the permanent for the children and found it active.

Powers, Minneapolis, was one of a number of stores in the area that used the Arden soap special as a come-on for all hot weather cosmetics. Aisle tables, smart windows and good department arrangement produced satisfactory sales.

With every store catering to the college girl wardrobe, and the general back-to-school theme last

month, Dayton's, Minneapolis, was one of the few stores that gave any attention to the cosmetic presentation and then limited it to lipsticks. While the store gave little attention to this the consumer writers gave them a plug. Here are some of

the suggestions these writers used as bait for the store's college sales: nail kits, purse atomizer with case for perfume, deodorant, etc., a soap-kit with 10-colors and fragrances and a shaving lotion. And the stores made sales.

Los Angeles Price Cutting Flurry Dies Down; F.T.C. Rule May Broaden Market Horizon

DON COWLING

Los Angeles—Prices on toiletries in Los Angeles so far have been maintained. There has been a flurry of price cutting in San Francisco, Weinstein's department stores having instituted a barrage of cuts on Coty, Rubinstein and Dana in particular. The shooting on these lines has quieted down with an arrangement between the stores and the manufacturers that if the manufacturers in question will sell the stores direct the stores will cease bootlegging the merchandise, and will maintain prices. Saul Witschner of Weinstein's is proceeding at once to enlarge and modernize his toiletries sections. The reaction among other Bay Area stores was principally calls to the manufacturers for help, rather than an attempt to meet or undercut Weinstein's prices.

In Los Angeles the Owl and Thrifty drug chains, who long to be known as headquarters for low prices, run double trucks in the local newspapers with screaming headlines about deep price cuts, but a careful perusal shows nothing more in toiletries than the seasonal half price sales on treatment line items, common to all stores. Real price cuts were anticipated from these sources, but by this time in Los Angeles the question of price cutting does not seem to be an immediate one.

Effect of Subsidy Rule

What is important among department store toiletries people out here is the prospect of changes in toiletries merchandising to be required by the F.T.C. regulation of subsidies coming up in December. The buyer for one of Los Angeles top department stores is frankly worried. "With my selling cost lowered by demonstrations and PMs," this buyer said, "I can justify my expensive location in the store in competition with other departments whose unit per sale is higher than mine. But with my selling costs sharply increased, and no compensating increase in unit per sale, my

net profit figures are going to take a dive that will force a complete reorganization of my department."

This buyer believes that the space now occupied by the toiletries section will be drastically reduced. Perfume lines, for instance, will be compressed. Gadgets, sundries, and gift items will be similarly pressed down. Treatment lines may be continued in larger space, the buyer feels, but some of these lines will be eliminated promptly, and the number of items in lines retained will be sharply curtailed.

Strive for New Accounts

Two perfume importers have already readied their west coast salesmen for the change. From a policy of limited distribution through key accounts in important cities, with part time demonstrations, PMs, and so called co-operative advertising, the companies have instructed their salesmen to start not later than September first to beat the bushes in their territories, and open drug store and specialty store accounts in towns which do not support a department store with an adequate toiletries section. One importer has set a quota of fifty new accounts for his salesman by Christmas. Another is ready to appoint a junior salesman to carry his line with other non-competitive items into small towns where the regular salesman does not go.

Half Prices Flop

Finally, west coast results on treatment lines' half price sales are extremely disappointing this summer. One large department store here ran a full page ad in a Sunday newspaper featuring eight items at half price by eight treatment line houses, the ad paid for by the manufacturers in question, of course, and the buyer said that the principal result of the ad was to convince the store that half price sales on standard items are no longer the answer to the problem of increasing business.

Hair Goods Top Slow New Orleans Sales

LEE MCKENNON

New Orleans—Sales have been very slow in New Orleans cosmetic departments. Buyers are complaining that certainly they had expected suntan preparations to move better than they are doing. Whether customers stocked up on these items in the early summer months, or just aren't sunning themselves we don't know, but the oils and makeup aren't moving.

Shampoo and other hair preparations are the best sellers now. One buyer believes it is the very hot weather that causes nice demand for shampoo. Toni's White Rain Lotion Shampoo goes beautifully and Antoine's \$3.00 size shampoo on sale at \$1.75 sells very well.

The home hair-tinting kits are doing nicely again this month. Tintair is still moving and Blensol is another good product that the customers take home. The booklet with Blensol which emphasizes how simple application can be made is a very helpful item towards making sales, one buyer stated.

Colognes and perfumes were next to hair preparations in sale volume. Coty's stick cologne was a favorite with the customers, as was the Dorothy Gray Hot Weather Cologne which was on sale at half price. One department store did a very brisk business in Elizabeth Arden's perfumes after a newspaper advertisement featuring six of her scents.

Men's lotions and scents are not moving well just now. One buyer thinks that most preparations for men are actually purchased by women and that usually occurs most frequently in gift-buying season, such as Christmas, graduation and Father's Day. The past month has been quite slow for the masculine cosmetic counter.

One of the larger department stores reports that the 5-day deodorant pads are difficult to keep in stock due to the customer demands. The buyer thinks the convenience and quality of the item is responsible for the multiple sales.

One buyer, a cynic, stated that the public will buy any cosmetic if it is in a form different from that to which it is accustomed. He pointed to deodorant pads and stick colognes as illustrations. Most buyers agree—according to my findings—that the public does appreciate originality, often for the sake of originality, but still considers genuine quality a prime requisite.

Wave Kits, Deodorants Boost Slow Buffalo

MAGGIE FLEMING

Buffalo—The overall slump which had toiletries activities down to a slow walk last month has lifted only a bit in most of the downtown stores. People just are not spending money for many of the items that were previously thought of as necessities. The only two articles that continue to move with any degree of speed and regularity are home permanent kits and deodorants, with the liquid spray-type slowly but steadily nosing out the cream type of deodorant. And both are about to be hit by the impending fall.

The Wage-Price Squeeze

The fact that toiletries expenditures—and miscellaneous unrelated purchases—have fallen off despite the acceleration of industrial activity and resultant employment increases in this area is a development that cannot be shrugged off. The high cost of just bare living apparently has left little money for any "extras." As single proof consider the fact that more and more middle-class people who always bought \$1.00 to \$1.50 lipsticks are now purchasing 39¢ versions at the five-and-ten cent stores!

Campus Cosmetics Active

Only department store to sound a heartening note at the moment is J. N. Adam's where Mr. H. J. Conner, the buyer, remarked that they were achieving a modest increase throughout the entire department on regular seasonal merchandise, free of any special promotions. Another statement of special interest was that solid colognes are taking precedence over liquids. Frances Denney's Invisible Beauty Strap continues tops here. Back-to-school items were enjoying a good whirl. Items leading in this category were the two-lipstick Date-Bait package, Gourielli's special cleansing sulphur cream, and Rubinstein's beauty grains.

Revlon's new indelible lipstick was doing a flourishing business at all stores, suffering no slowness in response because of its being introduced on the heels of the other earlier arrivals in the indelible field. At the Wm. Hengerer Co., Helena Rubinstein's "Beauty in Paris" was a sellout the first week. New hair shampoo creating quite a sensation

was Dawn, the shampoo powder imported from Ireland by Startling Products of New York. Though not a tint, it does highlight the natural shade of the hair and has practically walked right off the counter whenever it has been displayed.

At Oppenheim's, Coty's Shakti all-over body deodorant was proving very popular, altho Tussy's deodorant is still top seller. And here, as at J. N's, solid cologne was out-selling the liquids, with D'Orsay the most in demand.

Solid Colognes, Deodorants Lead in Cincinnati; Pink Make-Up, Home Permanents Popular

MARY LINN WHITE

Cincinnati—Record-breaking sales in deodorants helped cosmetics counters to meet last year's figures. It wasn't only the continued torrid humid weather that did it. "People are experimenting," a buyer reasoned. "There are so many new things on the market." Stopette was favored in quite a few departments, but the VP stick deodorant was doing well, too. People here—men, too—have become deodorant-conscious.

Sticks Sell

The cosmetic-in-a-stick idea continued popular, especially in the cologne field. One smart fellow devoted an entire counter to it with the deodorants on one side and colognes on the other. He did well (Rollman). All stores carrying the new Coty cologne stick reported great success with it, and credited the national ads with a good bit of that success. Elizabeth Arden will soon come out with a Blue Grass cologne stick, and it will be promoted locally (Shillito). Buyers expect solid colognes to sell well right on into winter.

Cut-Raters

Another item most pleasing to cosmetics-counter people and customers alike was the Helena Rubinstein beauty pair special (a free small size of a complementary item with the usual size of another one at no increase in price). The demand for treatments dropped to nothing the first part of the month, but a few scattered calls came in later (some of these were from women wanting to know when the next Dorothy Gray treatment half-price sale would be). Though these half-price deals are gratifying at the time they're consummated, the stores here don't seem to realize that it is costing them income ultimately. Possibly it isn't. A woman might try new additional cosmetics when she can get her old ones cheap. But I'm skeptical. This is a conservative town.

One thing about which it has not been conservative, however, is the indelible lipstick. Helena Rubinstein's is favored, but all have been selling well. A few customers have complained of the "drying" effect of these lipsticks. Perhaps that explains Revlon plans to call its new indelible stick merely "creamy." Lucien Lelong will also come out with one, though not as large results are expected as with Rubinstein and Revlon. (Lelong's solids and colognes are always good here.)

Amazingly enough to the stores, plastic make-up kits for travel sold right on through July and into August. Much pink make-up was bought, to compliment tans. Home permanents were in continued demand, with Lilt the town favorite. The new children's home permanent by Richard Hudnut did well in some stores, but didn't meet with universal popularity.

Deodorants Selling Well in Dallas

JEAN ROBERTS

Dallas—With the thermometer registering more than 100 for more than 30 days in succession, business has not been rushing in cosmetic departments of downtown stores, although clerks report that telephone orders and mail orders have kept sales totals up on a par with last year.

Both department stores and chain drugs have concentrated on hot weather items. Colognes . . . especially stick . . . deodorants, astringents, weather lotions, face creams all have been enjoying good sales.

Very few special promotions have taken place during the last month. Neiman-Marcus did run a rather unusual series of ads. Each day for ten days one treatment in a special ten day beauty diet prescribed by Elizabeth Arden was described. Results from this series were good and could be traced.

The new ruling from the Supreme Court on fair trade practices has had no effect on the Dallas mar-

ket since Texas did not have a Fair Trade law.

Department heads report that vacationers this summer showed more interest in cosmetics packed in plastic bottles for traveling. The promotions done by several stores on such items may account for this interest. Deodorants in plastic bottles continue to gain in favor with Stopette making strides. Clerks report that men like this spray feature and will use a deodorant with this packaging where they never before would bother.

Nail polish and lipsticks in the pink shades continue in favor and the new "stay-on lipsticks are enjoying a brisk sale.

Home permanents continue to sell well with Lilt, Richard Hudnut and Toni leading the field in that order.

Some training already has begun in preparation for the fall season. Clerks at Sanger Bros. are given fashion instruction to tie in with new fall colors and styles so that they may suggest the right shades to customers. They also may attend the weekly in-store style shows which this store gives for its employees to prepare them for the new season.

Boston Trade Hit by Consumers' Apathy

RUTH RESELAND

Boston—Buyers here are spending their time fruitlessly trying to tear their hair out, having lost all in previous slack months. The summer season has been a remarkable one. Consumers, apparently allocating their funds on more 'essential' items, left the cosmetic counters vacant. Even fragrances and deodorant sales were below expectations, leaving buyers busy explaining surplus stocks.

Actually, no explanation appears to be in order. Women just aren't buying, and retailers are doing very little about it. The local trade does not care to risk backing previous expenditures with still more capital, and advertising of cosmetics is negligible. Promotion, too, lacks lustre and originality, and is largely confined to manufacturers' display cards. This vicious circle is rapidly turning into a whirlpool, engulfing the entire local trade, and leaving buyers gasping for air, though they would rather have more customers.

In this traditionally conservative town some of the fads which have caught on in other localities still haven't made much leeway. Tinting and dyeing of hair may have become

respectable, but still aren't too popular here. Shampoos are moving quite well, the summer having been consistently hot, which saved the day, or rather the season. Home permanent wave sets and refills too prevented sales from hitting a record low. In the fragrance lines, stick colognes and perfumes are doing an excellent volume, as do various trial sizes with their bargain appeal, but sales of the more expensive bottles are way off, and in the final analysis the total is likely to be less than last year's.

Men's toiletries have been doing poorly lately, upsetting all predictions by the professional prophets. Certainly, it appears as if we can't expect much along this line in the summer season. A number of the buyers suspect that by and large these items are bought as gifts. They fear that if things get any worse and they are left holding the bag, the bag is likely to be filled with men's toiletries. Since these articles are less established, they reason, the public

is likely to regard them as strictly luxuries, with obvious results in case of any further wage-price squeeze. However, other buyers point out that these products are already doing exceptionally well during gift-buying seasons, that they only need further breaking in, and that it is only a question of time before the men's toiletries habit will be firmly established.

With the summer season fleeting, buyers are hopefully eyeing campus cosmetics, but these hopes are not being backed by positive action. Promotion can only be described as lukewarm. Nevertheless, these teen-age products are doing quite well.

Jordan Marsh Co. ran a large advertisement featuring Dorothy Gray's 'Date Bait', a miniature brief case with college stickers and felt pen-nant, containing two lipsticks and a sample vial of Nosegay perfume. The \$1.00 seller performed remarkably, indicating what original packaging and effective promotion can still do for the cosmetic trade.

Pittsburgh Public Problem and Bargain Conscious; Teen-Age and College Trade Possibilities

LENORE BRUNDIGE

Pittsburgh—Cosmetic departments are very quiet: summer business is certainly not bustling.

"Big bargains for small amounts" seem to be the chief attraction. Also, the promoted items that "solve a problem" seem to attract better than items picked at random.

For example, the problems that take care of tanning, removing hair from body, colognes, lipsticks that stay on in hot weather, etc., have most appeal.

The solid colognes and deodorants have met with good acceptance, but there are so many of the same types presented that the novelty value has depreciated, sales girls tell me.

Travel Containers

The spill-proof, non-breakable type of packaging is in popular demand during summer as a travel item. The general public recognizes the value of traveling light, so far as cosmetic containers are concerned, and plastic containers are preferred.

One customer posed a question that deserves an answer. She asked, "Why do some of the well-known cosmetic houses continue to package travel kits with heavy bottles?" Some still do and it is hard to convince a customer she can take all

those little heavy containers out, replace them with plastic ones (at extra cost) and do her own refill job too.

Teen-Age Trade

Some sales girls, determined to get more sales, assert more should be done to get college girl business in cosmetics. They point out that the "oldsters" dismiss this group of customers by saying, "They never buy much" and make no concerted effort to build business. Suggestions that college boards, consisting of girls who advise on clothes, could be utilized to good advantage by following through with specific suggestions in cosmetic lines too. Sampling at fashion shows, they think, ought to be very carefully thought out in regard to special needs of girls in this age group—rather than a hand-out gift with no specific message behind it.

The idea that new customers can be caught while still young has merit. The teen-agers, who have not figured very prominently in most stores, might be captured by the trade if they were given good, practical information. Perhaps classes of 30 to 50, with demonstrations on audience members, plus a question and answer period, would build good relations, one of the sales clerks suggested.

Hints for Improving Production

*How to make purchases of materials and supplies for the
plant or laboratory to best advantage . . . Points suggested
for checking against specifications . . . New equipment*

FEW indeed are the plant executives who have in their careers always been successful in purchasing proper quality when they went into the market for supplies and materials.

There's no automatic formula we can apply to every purchase and be certain that its application will guarantee us proper quality in everything we buy. But there are a number of proven factors that we can employ each time we make a purchase; factors that bring us closer and closer to perfection of quality in the supplies and materials we buy.

One of the cardinal rules for success in this aim is to have proper specifications from which to work, to place the order with proven and reliable vendors and to check materials delivered against specifications and do it every time we buy without exception. Good specifications are musts to assure proper quality.

Such specifications set forth the brand or trade name, provide data as to quality required, specify physical characteristics, detail of material, description of purpose, identification with recognised standards and in cases of uncertain or untried goods, a sample of quality is desired.

Any specification by brand or trade name alone places the buyer in entire dependence upon the vendor's reputation for quality. With a great many suppliers in our industry there is never any question as to the brand or trade name always meaning the same quality.

Buying from known and recognised sources is generally assurance by the guarantee of that firm's name. We are confronted with exceptional bargains in supplies and materials from unknown sources. Orders placed for such bargains should always be accompanied by detailed specifications as to quality demanded.

Chemical analysis or physical

characteristic specifications or raw materials in the metallic class are sometimes advisable in purchasing for such specifications can be readily checked by laboratory analysis at low cost.

Specifications by description of purpose or use is also highly effective. If the vendor is a dependable firm and accepts such a specification, the responsibility is entirely his. It is also to be noted that this type of specification is easy to prepare and easy to check.

Identification by recognised standards are recommended for all purchasing as a test of quality. These standards are known and understood and a matter of record. Elaboration is not needed for they are readily understood by everyone in the industry and easily checked.

This brings to point another factor and that is why we can very easily suffer loss in quality of goods purchased when the buyer and seller do not clearly understand each other. Misunderstanding can happen very easily in placing material orders. The safest procedure if we seek top quality always, is to insist that all orders be placed in writing and confirmed for detail by the vendor and that we check such orders very closely to make sure that they have been transmitted accurately to the firm from which we are purchasing.

Many an executive has failed to receive the quality desired on an order for supplies or materials for no other reason than that a simple error was committed in handling the verbal or paper work involved in handling the order. Constant checking all down the line eliminates this chance for error and it also points to the advisability of all such orders being written . . . verbal orders are too easily misunderstood. Any verbal order should be immediately confirmed by one or both parties in writing before being processed.

Specification by sample can not always be depended upon for proof of proper quality for samples are subject to physical change and their use as standards can often lead to a great deal of dispute between buyer and seller.

In connection with specifications it might be well to check any presented to vendors against the following points:

a) They should be as simple as is consistent with exactness for unnecessary detail in any specification is not only useless but often expensive.

b) Special goods are expensive so specifications should, whenever possible, be identified with some recognised brand now on the market.

c) All specifications should be such that they will not find the possible delivery ability of several vendors for the element of competition is always desirable when we go into the market for supplies or materials.

These are the factors leading plant executives are using today as a constant check on their buying activities to make certain maximum dollar value is received for every expenditure.—Ernest W. Fair.

New Model Tumble Jar

A new model tumble jar consisting of a one gallon transparent glass jar with a leak proof cap and a gearhead motor which rotates the jar at a speed of 55 rpm is offered by Andrew Technical Services. The unit is also available for rotating by hand.

Automatic Pallet Loader

A new automatic pallet loader for 36 in. wide pallets is announced by the Lamson Corp. Previously 40 in. was the minimum pallet width handled by the mechanical loading device.

Battery Operated Stacker

A combination fork lift stacker and hand truck with elevating platform operating from a standard 6 volt automobile battery is being introduced by Clark-Hopkins Equipment Corp. The stacker is claimed to lift a load of 750 lb. to



Automobile Battery has Built in Charger

a loading height of 55 in. in six seconds. A built in charger which can be plugged into any outlet replaces the charge in the battery in off hours. The stacker has a platform 21x18 in.

Pre-formed Liners

Pre-formed liners offered by R. L. Kuss & Co. fit the container as though sprayed on according to



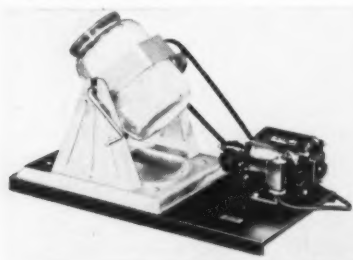
Liner with Pouring Spout

the company. The liners are made of K-flex DV, a tough, durable vinyl plastic film manufactured by the company, which incidentally, has many uses as a new packaging material. Alcohol may be stored

and shipped in the film it is stated; and outside odors or vapors cannot penetrate the film. At present the film is being used as liners for paper board and metal containers, as a seal for closure of large drums etc. and for use in various assemblies where a water resistant, flexible material is required.

New Model Tum'le Jar

A new model tumble jar consisting of a one gallon transparent glass jar with a leak proof cap and a gearhead motor which rotates the

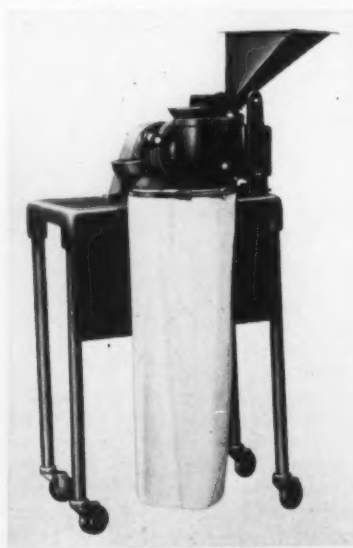


Unit in Operation

jar at a speed of 55 rpm is offered by Andrew Technical Services. The unit is also available for rotating by hand.

Small New Pulverizer

For small production, pilot plant or laboratory work, the pulvette, a small pulverizer is offered by the Pulva Corp. It is equipped with a $\frac{3}{4}$ or 1 hp. motor which plugs into a lighting circuit with an exten-



Pulverizer in Operation

sion cord. It is claimed to have an effective feed device. The feed hopper and feed trough are both vibrated to give an even flow into the mill. Capacity varies according to the fineness of product desired.

Processing Literature

Alsop liquid processing equipment is fully described and illustrated in a new 32-page catalog written especially for the plant personnel. It is well illustrated with photographs, diagrams and comprehensive information on the entire line of stainless steel processing equipment. The catalog treats each product separately. The photographs and descriptions of the various standard units serve to emphasize the compactness, simplicity and efficiency of the Alsop filters, mixers, pumps and tanks which have been developed in the past 30 years. The services of the Alsop engineering staff in designing special units which might be required to fit the customer's specific job are also explained. A copy of the catalog may be had by writing to the company at 510 Randall St. Milldale, Conn.

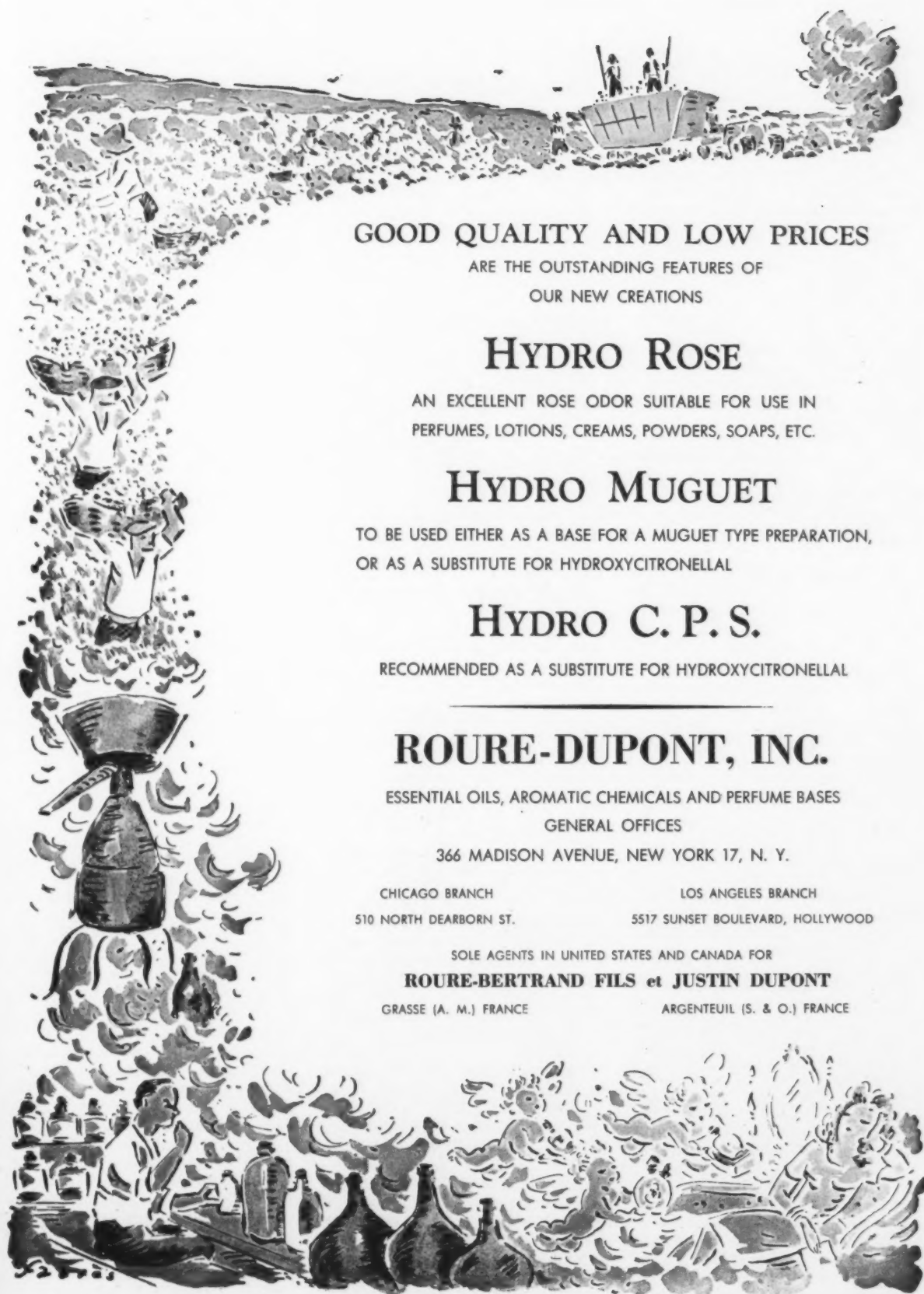
A few facts about dehumidification for industry is the subject of a useful bulletin issued by the Abbeon Supply Co. New facts and new tables are included in the latest edition and the different methods for removing moisture from the air are given as well as some recommended humidities. A copy may be had for the asking.

Recording thermometers, dial indicating thermometers, freezer thermometers, recording gauges—pressure, vacuum, compound; and transformer thermometers are described and illustrated in an 8-page catalog issued by the Electric Auto-Lite Co., Instrument and Gauge Division.

Six advantages of using aluminum ready mixed all purpose paint are pointed out in a technical bulletin issued by Prufcoat Laboratories Inc.

The uses and shortcomings of the photo-electric cell are covered in a 36 page booklet "Electric Eyes" by A. J. Fawcett which has been issued by Tintometer Ltd. It gives a concise and elementary description of the photo-electric cell for the non-technical reader; its uses in industry and its uses and shortcomings in colorimetry. It is profusely illustrated with good explanatory drawings and on the whole is a well done piece of work. It sells for 75 cents.

The new hand pump line of the Blackmer Pump Co. in five series of 7, 10, 14 and 28 gals. per minute capacity are fully described and illustrated in literature which will be sent on request.



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Technical Abstracts

Novel Cosmetics by An Alteration of Consistency. (C.A., 44, #20, 11019, 1950) Josef Augustin (Munich, Ger.). *Seifen-Ole-Fette-Wachse* 76, 313-14, 344-5 (1950). Discussion of shampoos, shaving creams, toilet soaps, dentifrices, skin preps., gargles, bath preps., lipsticks, perfumes, deodorants, and nail polish.

Composition, Mode of Action, and Application of Modern Hair Dyes. (C.A. 44, #22, 11037, 1950) Julius Boss (Lenzkirch, Ger.). *Seifen-Ole-Fette-Wachse* 76, 307-13 (1950).—Bases of oxidation hair dyes are described, the reduction, stabilization agents, resp., used in their application, the dyeing of hair and dye removal from hair, and test methods for hair dyes.

Deodorant and Cleansing Powder, Pat. 1,865,948. William Francis Nutt, Newburgh, N. Y. Filed June 11, 1928, Serial No. 284,669. Renewed Feb. 16, 1932. 2 claims. (Cl. 87-5). 2. A perfumed cleaning powder and deodorant including a mixture of 80 parts of sodium bisulfate, a deodorizing perfume, and 16 parts of sodium sulfate for preventing the sodium bisulfate from liquefying or caking when the perfume is added.

The Properties of Alkaline Salts of Fatty Acids. I. Moistening Capacity and Capillary Activity. E. Otero Aenlle, R. Cadorniga Carro, and S. Pomares Boix. *Anales de fis. y quim. (Madrid)* 45, (B), 1337-1361, 1949. The moistening capacity, the foaming capacity, and the capacity of carrying away substances by the foam for the alkaline salts of fatty acids is discussed. The capillary activity of each compound as well as the phenomena that involves the existence of an anionic colloidal electrolyte in the solution, determines the variations of the moistening capacity. The moistening capacity of sodium and potassium salts of caproic, caprylic, butyric, stearic, palmitic, and oleic acid determined at 0.1% concentration. These values are compared with those obtained in the determinations of the surface tension of these solutions. The influence of the salt-forming cation and of the addition

of sodium hydroxide, electrolytes, and alcohol on the moistening capacity shows that the variations observed are not reflected in the surface-tension values measured. An explanation based on the formation of micellar aggregates above the critical concentration is given. (Thru J. Am. Oil Chem. Soc. 27, 192, 1950)

Violet Perfumes. XXX. The Determination of Semicyclic Methylene Groups in the Ironone and Ionone Series. C. F. Seidel, H. Schinz, and L. Ruzicka, Helv. (Chim. Acta. 32, 1939-44, 1949). The ozonization method previously described (C. A. 42, 5427i) whose utility has been questioned by Naves (C. A. 43, 5550f), is actually quite useful in the field of ironone and ionone derivs, although high precision is not claimed. (Thru C. A. 44, 1071, 1950)

XXXI. Further Investigations with Natural Ironone. P. Bachli, C. F. Seidel, H. Schinz, and L. Ruzicka. *Ibid.* 1744-52. A purer sample of y-ironone than previously reported has been prepd. in similar fashion. An ironone mixt. (22.7 g.) (from "iris concrete" by removal of acids and phenols, 24% B-ironone. Careful fractional distn. reduced the B-ironone content to 11.7%, and fractional recrystn. finally gave 1.50 g. d-a-ironone. (Thru C. A. 44, 1071, 1950)

Studies on the Emulsification of Vegetable Oils by Ultrasonic Waves. A. Audouin and G. Levavasseur. *Oleagineux* 4, (2), 95-100 (1949). Different factors influencing the formation and breaking of water in oil or oil in water dispersions, such as ultrasonic energy, frequency, emulsifiers, etc., are reviewed. (Thru J. American Oil Chem. Soc. 27, 324, 1950).

Determination of Potassium in Soap and Mixed Caustic Lye. J. J. Miller and J. T. R. Andrews (J. Amer. Oil Chem. Soc. 1949, 26, 309-312). A modification of the method for the determination of K as KIO₄ is presented. Several other methods for the determination of K are reviewed. The prep. of the reagents and the sample is described. Pptn. of IO₄ is effected by dissolving the dried nitrate salts (prepared from the sample) in 5 ml.

of water, and mixing the solution with 3 ml. of water containing 1 g. of freshly added HIO₄; the whole is thoroughly mixed for 3-4 min. to permit complete pptn. of the KIO₄; 90 ml. of alcohol-ethyl acetate are then added and the mixture is kept in an ice-bath for 30 min., after which it is filtered off and washed with 50 ml. of amhyd. ethyl acetate at 0°. Then 100 ml. of water, 5 ml. of conc. HCl, and 10 ml. of 30 per cent KI solution are added to the pptd. KIO₄ and the liberated I is titrated with O-In-Na₂S₂O₃ (continuing the titration to the starch endpoint). The determination is sensitive to 0.1 mg. of K (35 references) (Thru British Abs., Part 5, 161, 1950)

Two-Pass Concentration Technique Obtains Full-Flavor Grape Juice. (C.A. 45, No. 2, 1951) R. P. Homiller, G. W. Macpherson Phillips, R. K. Eskew and N. H. Eisenhardt (Eastern Regional Research Lab., Philadelphia, Pa.). *Food Inds.* 22, 1026-8 (1950).—Concord grape juice was concd. to a product which has the full flavor and aroma of the original juice by recovering the volatile essences in two stages. The app. was similar to that used previously for concg. apple juice (cf. C.A. 39, 35997; 41, 7009e; U.S. 2,457,315, C.A. 43, 3541a).

Recovery of Cystine from Hair. (C.A. 45, No. 2, 694, 1951). Havard L. Keil (to Armour & Co.). U. S. 2,523,955, Sept. 26, 1950. Cystine (I) is recovered in 4.5% yield from hog and cattle hair and wool by a process as follows. Hog hair 500 g. is boiled with 625 g. concd. H₂SO₄ and 437.5 g. H₂O for 2 hrs. H₂O 500 cc. is added and NH₃ run in to pH 9.0. The ppt. is stirred with water and H₂SO₄ soln. of pH 3.0 and the insol. I is filtered off and dissolved in H₂SO₄ soln. of pH 1.0. After filtration and treatment with charcoal, pure I is pptd. by adding NH₃ to pH 5.0.

Action of Potassium Chloride on Keratin. (C.A. 45, No. 2, 677, 1951). J. B. Speakman and E. Whewell (Leeds Univ., Engl.). *J. Textile Inst.* 41, T329-30 (1950).—KCl had a pronounced weakening effect on human hair fibers, though the effect was masked by the fall in relative humidity of the soln. with increasing concn. Part, at least, of the weakening is probably due to the action of KCl in reducing the attraction between the oppositely charged ions of salt linkages.

New Products and Developments

Sealing Compound

Gel-Dip, a sealing compound for bottles and other containers is announced by Croda Ltd. It is applied by heating in a dip tank at about 120 deg. F. Increase or decrease in temperature of the contents directly affects the film thickness. The parts to be coated are inserted for two to three seconds and withdrawn carefully and then the article is turned. The seal is rigid at room temperature. It is supplied clear and in red, blue or green and also opaque if required.

Coloring Glass Containers

Spray coating stock mold glass containers to produce beautiful true colors and distinctive finishes is the way Ceragraphics Inc. describes its service. Many types of coatings are available: transparent, translucent, opaque, metallic and antique effects. After the container has been spray coated it may be decorated and printed with attractive designs. Spray coating the company emphasizes is a natural for cologne sticks, colognes, toilet water, perfumes and other products where colorful packaging is desired. The process is said to be economical.

New Synthetic Jasmin

Jasmonene, which is stated to be a powerful synthetic jasmin fragrance, has been developed by S. B. Penick & Co. In view of the current high price of jasmin absolute it is felt that perfumers and soapmakers will be especially interested as it is sold at a comparatively low price. Samples are available on request.

Self Contained Projectograph

A new, self-contained projectograph, an automatic film slide unit is offered by Projectograph Corp. It is a portable unit and shows colored or black and white 35 mm. films on a large built in screen. It is plugged into an ordinary light socket. Pictures are projected in continuous sequence and the machine can be adjusted to 5, 10 or 15 second showings of each picture. Various advantages of a product or a variety of products may be shown in full color in broad daylight by

means of this 25 lb. portable machine.

Umbrella Stirrer

Inserting 4-in. stirrer propellers through narrow necked flasks and similar vessels is a problem that is solved by use of a new umbrella



Ready to be Inserted in Flask

stirrer made by Fisher Scientific Co. which has four blades that can be closed to pass through the neck of the flask then opened for maximum stirring effectiveness. The blades of the stirrer can be twisted while within the flask so that a variety of shearing actions is provided. The 12-in. shaft fits into chucks of any motor device accommodating $\frac{1}{4}$ in. rods.

New Box Covering Paper

A new specialty paper that is decorated with Day-glo colors and is said to be especially adapted for box coverings and linings and gift wrappings is offered by Starbuck Manufacturing, Inc. The colors in the new paper are claimed to be up to four times as bright as ordinary colors as they combine daylight fluorescent colors with ordinary colors.

Lift Device

Easy positioning of heavy or hot laboratory equipment at various levels above the workbench is afforded by a lab-lift device made by the Fisher Scientific Co. It has a platform which may be adjusted to any point from 11-12 to 18 1-2 in. above the bench by turning a screw support to which the platform is attached.

Very Small Brushes

Many things which could not be cleaned or properly maintained because of their size and close tolerance are satisfactorily handled now by means of very small brushes made by the Walter Borten Co. The brushes are set on single strand wire 0.0140 or two strands twisted 0.0240. An increase in the diameter of the wire will increase the stiffness of the brush overall and reduce the flexibility. The length overall, the brush part and material and the wire can be supplied as desired. The brushes can be adapted and modified for a particular job or item. Samples will be sent on request. If specifications, sketch or actual part are sent a proper brush for the application will be sent.

Novel Humidity Indicator

A unique humidity indicator called the Humigraph is offered by Andrew Technical Service. It consists of a card $6\frac{3}{4}$ x $1\frac{7}{8}$ in. with a vertical column of seven color spots denoting relative humidity from 10% to 70%. Changes in humidity cause the spots to turn color. It is usable at temperatures from 50 to 200 deg. F. For small changes in humidity the card responds in about ten minutes and for a change of 40 per cent the response time is about 30 minutes. The novel indicator, the maker points out, may be used as an insert for long term packaging of materials affected by humidity changes or for spot checking of humidity without recourse to instruments or charts.

Time Cycle Control

For certain types of time cycle control instruments, Allegheny Plastics Inc. is producing 8-in. timing disks made of thin plastic instead of thin aluminum. The new disk is available with various gradations.

Caps for Women Workers

Caps for female factory workers to protect their hair are available from General Scientific Equipment Co. They are said to be adjustable to all head sizes and are washable. They are also inexpensive enough to be discarded.

NEW

PACKAGING and PROMOTIONS



Revlon's match box set

REVLON will start a national magazine and local newspaper advertising campaign to introduce its new make-up color "Love that Red." The color will come in nail enamel at \$0.60, frosted nail enamel at \$0.75, lipstick at \$1.10, refills at \$0.65, "Indelible-Creme" lipstick at \$1.10, with refills at \$0.75, and a match box set with nail enamel and "Indelible-Creme" lipstick at \$1.70. The campaign will start September 30 and will continue through October and November.

CAMPANA SALES CO. is introducing Solitaire All-Purpose Lotion, a scented skin product containing lanolin, following unadvertised spring tests. It is ocean blue in color and is packaged in a square bottle. Promotion plans include radio, magazine and newspaper advertising. The product retails for 39 cents per 4 oz. size and for 73 cents per 8 oz. bottle.

RIESER CO., INC., is distributing a self-service counter unit containing six 4 oz. bottles of its Venida Liquid Hair Lacquer, a 60 cent seller.

NORTHAM WARREN CORP. is awarding \$5000 in Savings Bonds in its 40th Anniversary Dealer Display contest, which closed August 31.

Dealers were judged by originality and attractiveness of their Odorono displays. In addition, all entry blanks—which accompanied different Odorono deals—gave dealers a choice of two article prices.

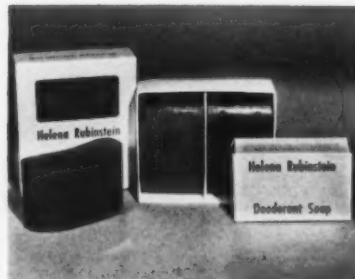
GOURIELLI is introducing a new line of men's toilet articles with a horse motif, called Sport of Kings. It is said to be characterized by originality in packaging, speed in performance, and re-usability in containers. The cologne comes in a horseshoe shaped bottle of clear heavy-weight glass with jockey cap. The box is of white simulated leather with black saddle stitching. It sells for \$2 per 2 oz., and \$3.50 per 4 oz. Similarly packaged, after shave lotion sells for \$1.50 per 2



Gourielli's ash-tray shaving soap package

oz. and \$2.50 per 4 oz. The talc comes in a black boot with a tan suede cuff and shaker top. The boot can be re-used for cigarettes, pencils, and other articles. It is priced at \$1.50 per 2½ oz. The shaving soap is packaged in a flat horseshoe shaped clear glass 2 oz. container, which can be used as ash tray. It retails for \$1.50. The deodorant lotion, said to be an antiperspirant and odor inhibitor, is priced at \$1.50 per 2 oz.

HELENA RUBINSTEIN is introducing a deodorant soap said to destroy blemish and odor-producing skin bacteria. Transparent amber in



Rubinstein deodorant soap

color, the cake is crescent in shape and is scented. Packages with a single cake sell for 60 cents, with two cakes for \$1. Another new Rubinstein product is Color-Sheen, claimed to impart both color and sheen to the hair. The product is also said to make unruly hair manageable, to be non-greasy and non-sticky. It comes in three shades: Gold-Tone, Silver-Tone, and Natural-Tone. Packaged in frosted bottles, it sells for \$1.25.

RICHARD HUDNUT is introducing DuBarry hand and body lotion, described as shell-pink, and creamy, in a pale pink polyethylene bottle. It sells for \$1.00.

DERMETICS will promote a brocade make-up case for Christmas giving. It contains a lipstick and an automatic powder puff in a mirrored compact. In pink gift box, the package sells for \$3.50. Another Dermetics product, Goddess of Crete perfume, in a new ground-



Dermetic's brocade make-up case

glass-stopper top bottle in gold and white gift box, sells for \$3.75 per ¼ oz. Goddess of Crete Bath Set, gold, white and green set, with co-

logne and dusting powder, a new item, sells for \$5. Introduction to Beauty, at \$5.50, and Beauty through the Years, at \$14.75, will be distributed in removable gold foil Christmas sleeves.

COTY is starting a perfume promotion with a consumer contest around the question: "Which is



Coty perfume trial package

your favorite perfume and why?" Entry blanks and rules are enclosed in a package containing seven trial bottles of perfumes, among them a new perfume. The package retails for \$2. A \$3000 grand prize is one of the 308 prizes which will be awarded.

MAYBELLINE is introducing a new Emerald Green mascara. Packaging of the \$1.25 size is a flat gold-finished "jeweler's case" with wavy ribbed top; the 29 cent size comes in a red plastic sliding-tray case, and the 15 cent size is packaged in a small cardboard box.

DAGGETT & RAMSDELL has started the annual special sale of Elorda Cream. Through October 6, the \$3.50 size jar is selling for \$1. During this same period, the 16 oz. size bottle of Perfect Skin Lotion is retailing for \$1 instead of \$1.50.

SALES BUILDERS, INC. has started distribution of a new package in the Signature by Max Factor line.



Factor's Travel Trio

Called Travel Trio, it consists of the line's after shave lotion, cream hair dressing and deodorant cologne in unbreakable squeeze bot-

tles, packaged in a Pliofilm case in copper-colored foil. The price is \$3.50.

TONI CO. and the Ideal Toy Co. have a tie-in promotion for the manufacture and distribution of a Nora Drake doll in nurse's uniform. Packaged complete with a Toni Play-Wave Kit, the doll has nylon hair so that it can be shampooed and waved. The Toni Co. sponsors the "This is Nora Drake" serial over the CBS network.

LIQUINET CORP. has completed national distribution to drug, chain and department stores of its Liquinet product, described as an invisible liquid net that protects hair and keeps curls set. Recent promotion plans include purchase of the Kate Smith station break in several locations and a new publicity campaign.

YARDLEY OF LONDON is using a new plastic dispenser for its English hand cream. Pressure on the top is said to release the right amount of cream for one massage. The dispenser is packaged with a bottle of



Yardley hand cream dispenser

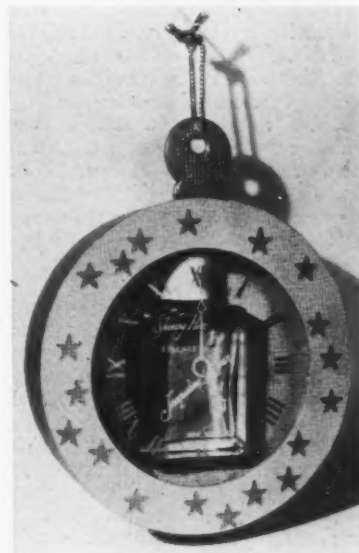
hand cream and is retailing for \$1.25. Distribution of the regular 65 cent and \$1 sizes of Yardley hand cream will continue.

BOURJOIS introduced its "Bag of X'mas Gifts" to New York beauty editors by personal deliveries through five Santa Clauses. The Santas were driven round in red roadsters, driven by reindeers. Aside from Bourjois and Barbara Gould merchandise, each bag contained a bottle of champagne.

PEGGY SAGE is introducing special Night Cream, containing lanolin and said to help restore suppleness

of the skin. It comes in a black jar with a grey cap and pink ceramic lettering and retails for \$1.50. Combined with pink suede jersey night gloves, retail price is \$3.50.

JACQUELINE COCHRAN'S Shining Hour is scheduled for Christmas gift promotion. The package consists of a 4 oz. bottle of Eau de



Cochran's Shining Hour

Toilette Essence in a box of blue velveteen lined with gold. An acetate sleeve with the Shining Hour emblem is removable. It sells for \$5. Another Cochran gift package is Pursuit Ensemble, consisting of a 4 oz. bottle of eau de toilette with an atomizer, and a purse flacon with 1½ dram of Pursuit perfume. The combination sells for \$4.25.

POND'S EXTRACT CO. will launch a national magazine and Boston, Chicago, New York and Philadelphia newspaper advertising campaign of its ultra-violet ray treated tissues. The concern has also started a national promotion of its Angel Face Mirror Case, foundation and powder combination, a \$1 seller. Camellia and Pink Tulle are Dreamflower powder fall shades.

SHULTON, INC. is intensifying its advertising for the remainder of the calendar year. Separate magazine, newspaper, radio and TV advertising campaigns have been scheduled for its soaps, the Old Spice men's line, and Christmas gift suggestions from all four lines: Early American Old Spice, Friendship's Garden, Desert Flower, and Old Spice for Men.

Book Reviews

INDUSTRIAL OIL AND FAT PRODUCTS. Alton E. Bailey. Second edition, 967 pages, size 6 x 9 inches, illustrated, indexed. Interscience Publishers Inc., New York 1, N.Y., 1951. Price \$15.00.

"This volume is intended to be primarily a text on oil and fat technology" the author states in the preface to the first edition. The second edition is intended to fulfill the same requirements although the author readily admits that the great advances that have taken place in the different phases of his subject, are almost too much for one man to write on, although he is again trying to do it. In general, the author succeeds quite well.

The author does not spend enough space on the synthetic fats that play so important a role in all industry today, touching very lightly on materials like glyceryl monostearate, glycol esters, lower alcohol esters of higher fatty acids and the higher alcohols such as cetyl or stearyl alcohol. Surface active agents are hastily covered and lauryl alcohol, so important to this industry, is mentioned in passing only.

The chapter on soaps is quite good, though an earlier section on shaving cream is far too sketchy.

The author is at his best in describing raw materials and their processing. The number of pages devoted to these two sections is reflected accordingly.

Perhaps the author has a point in suggesting that the task is so gigantic now that it would not be amiss to break the book up into two volumes and to collaborate with other writers as qualified as the present author, but who specialize in fields that Dr. Bailey doesn't cover too well.

In spite of these few weaknesses, the book is authoritative, well written, clearly presented and well worth the price. You will get a lot of use from it in your library.—*M.G.deN.*

SYNTHETIC PERFUMES, Their Chemistry and Preparation. T. F. West, H. J. Strausz and D. H. R. Barton. Indexed, 380 pages, 5½ x 8½ inches. Longmans, Green & Co., Inc., New York, N.Y., 1949. Price \$17.50.

With this volume priced at 70 shillings in England and the U.S. price almost double, it would be

advisable for interested parties to buy the book in England. Even at the British rate, the price is on the "high" side, although one must consider that the price is very dependent on the number of copies expected to be sold. The sale for a book of this type is indeed limited.

The authors, exceedingly well qualified to write on this subject, divide the contents into a chronological arrangement, starting with hydrocarbons, then alcohols going through aldehydes etc., ending up with nitrogen compounds and finally a review of the work of Stoll, Hundsdiecker, Ruzicka, Navés and others on large ring ketones and lactones. The manufacture of over 125 different aromatic chemicals is described, and while it does not include the gamut of all the important perfumery chemicals, it does cover a large number of them. The references are well grouped at the end of each chapter.

This reviewer would like to suggest another title for the book to make it less vulnerable to criticism namely: "Synthetic Perfumes, The Chemistry and Preparation of Some."

Since no author is infallible, some inaccuracies appear and a few developments of various origins are missed. The authors should suggest a preferred method of synthesis where more than one is mentioned.

The appendix lists many trade names with their chemical equivalents. This is indeed useful and should be expanded.

This book is a valuable contribution to the chemistry and manufacture of perfumery chemicals. Every laboratory doing, or toying with perfumery synthesis, will need this useful tool. It is hoped that another edition is contemplated and that it be an expansion of the present work.—*M.G.deN.*

Charm Magazine Surveys Cosmetic Preferences

In a survey conducted by Charm magazine, all respondents were asked to open their handbags so that the interviewer could actually examine the contents. The inventory revealed that the majority of women interviewed carry lipsticks, perfume, face powder, and compacts with them at all times.

There appeared to be more brand consciousness when identifying cosmetics and toiletries, according to the report, than with pens and wallets. Of the women,

99 per cent carried lipsticks and demonstrated the following brand preferences: Revlon, Helena Rubinstein, Elizabeth Arden, Coty, Dorothy Gray, Avon. The most popular face powder brands were Coty, Revlon, Ponds, Charles of the Ritz, Max Factor and Helena Rubinstein. Perfume brand preferences were Faberge, Coty, Lucien Lelong, Dana, Lenthéric, and Prince Matchabelli with 59 per cent carrying the perfume with them at all times, according to the report.

The information was secured by contacting 23,461 working women.

Soap Sales Down 1.5% for First Half of 1951

Domestic sales of soap for the first six months of 1951 show a slight decline of 1.5 per cent compared to sales for the same period a year ago, according to the Association of American Soap and Glycerine Producers, Inc. Sales for the second quarter of 1951 were off 23.8 per cent from second quarter 1950 but first quarter 1951 sales exceeded that quarter in 1950 by 18.4 per cent.

Ninety-three companies representing a very substantial portion of the industry's volume reported non-liquid soap sales for the second quarter 1951 totaling 409,661,694 pounds.

Liquid soap sold by 54 manufacturers during the first six months this year amounted to 2,915,000 gallons, an increase of 31.3 per cent over the same period in 1950. Second quarter 1951 sales of 1,393,510 exceeded the second quarter 1950, 40 per cent. First quarter sales this year were 24.2 per cent over that same period a year ago.

Sales of synthetic detergents reported by 37 manufacturers for the first half of 1951 totaled 611,528,000 pounds exceeding the first half of 1950 by 17.8 per cent. Second quarter 1951 sales were 277,927,000 pounds up 9.6 per cent over second quarter 1950. Sales for the first quarter 1951 totaling 333,601,000 were 25.7% over that same period a year ago.

N.P.A. Administrator Organizes Enforcing Staff of Officers

Manly Fleischmann, N.P.A. administrator, has bolstered the agency's nation-wide CMP compliance campaign by organizing "flying squads" of enforcement officers to gather evidence of willful violation for "immediate and vigorous prosecution."



Flavors



Vanilla: Varieties and Grades

The demand for and interest in vanilla flavoring, both natural and synthetic, has remained high for years and is growing . . .

Relative merits of vanilla beans . . . Concentrated extracts.

MORRIS B. JACOBS, Ph. D.

THERE has been a vast expansion in the flavor field both in natural and synthetic flavors and there have been, as in all things, changes in the demand for certain flavors. Nevertheless, the demand for and interest in vanilla flavorings, both natural and synthetic has been maintained at high levels for many years. Thus a considerable portion of the program of the May 1951 meeting of the Flavoring Extract Manufacturers Assn. and of its Scientific Committee was devoted to vanilla flavor.

Grading of Beans

Vanilla beans from which vanilla flavors are prepared are graded according to two systems: first, according to source, that is, area of geographical origin; and second, according to size and quality within the aforementioned geographical classification. Among the countries where vanilla beans are grown on a commercial scale may be mentioned Mexico, Madagascar, Reunion, Mauritius, the Comores, the Seychelles, Tahiti, Martinique, Java, Ceylon, the Fiji Islands, and also South America.

Mexican vanilla beans are considered the choicest grade and thus bring the highest price. Bourbon beans, from Madagascar and Reunion are next highest in rank.

South American beans are considered of lower quality and those of Java are still of lesser quality. The beans from Tahiti are usually of small size, only about 4 inches long, compared to eight inches for Bourbon beans and thus they are least expensive. They are sometimes called vanillons.

Mexican Beans.—Vanilla beans from Mexico are placed into five grades with names that are self-explanatory, namely, superior, buena, mediana, ordianaria, and cuts. These grades are based upon size and quality and a great deal of care is exercised in the grading. In cases of doubt it is customary for the grader to place the bean in the next lowest classification.

Bourbon Beans.—Bourbon beans are grouped into six grades, namely, extra, first, second, third, ordinary, and vrac. The latter grade corresponds, in general, to that of Mexican cuts.

South American Beans.—Vanilla beans from South America are usually placed into two grades, the higher quality into bundles and those of lower quality unbundled.

Java Beans.—Java vanilla beans are not customarily graded.

Tahiti Beans.—Tahiti beans are sold under different types of labels, namely, pink label, white label, yellow label, and green label.

Vanilla beans are usually packed in tins which contain from 90 to 100 pounds per tin but Tahiti beans are packed in tins which hold from 15 to 20 pounds of beans.

Better grade beans are longer, contain more pulp, and also contain more moisture. The first two factors are advantageous from the point of view of extract manufacture but the latter factor is disadvantageous for the lower the moisture content, the less weight of beans necessary to prepare an extract.

The differences in the beans coming from different sources lead to distinct differences in the vanilla extracts which can be prepared from such beans.

Vanilla Extracts

Mexican Bean Vanilla Extract.—Mexican beans provide vanilla extracts of the finest flavor for they are the most aromatic of commercial vanilla beans. They have a fine, well balanced aroma which comprises a substantially greater percentage of the bean than provided by vanilla beans obtained from other sources. This flavor is, however, too fine for the taste of many, particularly for those accustomed to artificial vanilla flavor for Mexican beans lack what might be termed body. On the other hand the superior aroma of these beans is very likely attributable to the development of the industry in Mexico and the exacting supervision exercised in the curing of the beans.

Bourbon Beans.—Bourbon beans as mentioned above are considered to come from Madagascar

* Professor of Chemical Engineering, Polytechnic Institute of Brooklyn.

and nearby islands and from Reunion. It should be noted that South American, East and West Indian, and also Dominican beans have a similar flavor and character. Bourbon beans have much more body and fullness of flavor than Mexican beans and thus give these properties to extracts. Since, however, Mexican beans have a finer flavor better results can be achieved by use of blends containing Mexican, Bourbon, and other types of beans.

Java Beans.—Java beans are well suited for blending purposes because they have a strong, full bodied flavor greater than that of Bourbon beans. They are particularly useful in blending when vanillin is used. Because of their contribution to the body of an extract they may be considered in the same group as Bourbon beans for this purpose.

Tahiti Beans.—Since Tahiti beans are substantially different in character from Mexican, Bourbon, or Java beans, difficulties are encountered in using such beans even in blends. Tahiti beans contain a higher percentage of aromatics other than vanillin which is present in relatively low amounts. The extracts prepared from such beans are often cloudy in appearance and have a harsh aspect not given by other beans. Some authorities in this field are of the opinion that blends are difficult to make with these beans and that almost invariably an inferior product results when these beans are used. There is some use of these beans in the manufacture of sachet powders and in perfumes.

Vanillons.—A species of vanilla beans growing wild in Guadeloupe and in parts of South and Central America is known as vanillon. This term is sometimes applied to Tahiti beans also. Vanillons differ from Tahiti beans in that they are large and flat but they have an aroma resembling Tahiti beans more closely than that of other types of vanilla beans. They have little vanilla flavor or aroma and are gummy tending to yield gummy extracts. This limits their employment in blends.

Concentrated Extracts

Vanilla extract of single strength is supposed to contain in 100 milliliters the extractives and soluble matter from 10 grams of vanilla beans. Such true vanilla extracts also contain at least 35 per cent by volume of ethyl alcohol. On a gallon basis, a gallon of vanilla ex-

tract should contain the soluble matter extracted from 13.35 ounces of vanilla beans.

For many purposes more concentrated vanilla extracts are useful. Among the more concentrated vanilla extracts are the 16-oz. extract which contains the extractives of 1 pound of vanilla beans per gallon of vanilla extract; the two-fold, two and one-half-fold, four-fold, five-fold, and ten-fold true vanilla extracts. These concentrated extracts should contain the corresponding factor times 13.35 oz. of extractives per gallon of vanilla extract. Thus the four-fold extract should contain the soluble matter from 53.4 oz. of vanilla beans in one gallon and the ten-fold product should contain the extractives from 133.5 oz.

The multifold vanilla extracts contain about the same amount of alcohol as does the single extract product hence much less alcohol is used for a given amount of vanilla flavoring. In addition a product having a smaller bulk is prepared, so that there is a consequent saving in storage space and in transportation or shipping expense.

There is undoubtedly some loss in flavoring principles when the vanilla is concentrated under vacuum in order to obtain the multifold product. The concentrates are also exposed to some thermal hazard because of the heating during concentration, so that there is a change in flavor. Some flavor chemists are of the opinion that the flavor of vanilla concentrates is not equal in quality to that of the single strength true vanilla extract.

In addition to the vanilla concentrates described above, 4-oz. and 6-oz. oleoresins are also available. Thus the 4-oz. vanilla oleoresin contains the soluble matter from 13.35 oz. of beans in 4 ounces of oleoresin. Hence if a 4-oz. aliquot of a vanilla oleoresin (4-oz. oleoresin) is dissolved in solvent and made up to one gallon of vanilla extract containing 35 per cent of alcohol, it should, theoretically, have the same constants obtained on chemical analysis as a vanilla extract made in the customary manner.

Flavor Extract Mfrs.' Assn. Issues Convention Proceedings

The Flavoring Extract Manufacturers' Assn. has published the proceedings of its 42nd annual convention held on May 21-23 in New York, N.Y.

Flavored Notes

THE Institute of Food Technologists held its 11th Annual Meeting in New York City, June 17-21, 1951. A special section was devoted to Flavors with your editor acting as the chairman for this session. Three papers and one film were presented. There was an overflow attendance for all the papers.

The first paper presented was on Fruit Flavors. Dr. J. H. McGlumphy of Van Ameringen-Haebler gave a review of the literature and described some of the original work done by himself and members of his staff.

In the second paper, The Preparation of Terpeneless Oils, Morris B. Jacobs described a novel method developed by Jacobs, Othmer, and Wishnefsky at the Polytechnic Institute of Brooklyn.

The third paper was presented by Robert L. Swaine of Arthur D. Little, Inc. He discussed the effect on the flavor of strawberry preserves caused by partial replacement of sucrose with other sweeteners. Much of this work dealt with corn sirup solids.

The film was "Make Mine Vanilla" and was presented by Dodge & Olcott, Inc. It described that gathering of vanilla beans in Mexico, their grading, and the care taken to insure high quality.

At the opening of the session, the editor broached the subject of the formation of an organization of flavor chemists.

In the 1951-1952 academic year, the following courses will be offered by the Department of Chemical Engineering of the Polytechnic Institute of Brooklyn: Technology of Dairy Products; Technology of Alcoholic Beverages; and the Technology of Flavors and Colors.

Bottlers' Soft Drink Market \$900,000,000 in 1950

The bottling industry is estimated to have marketed about \$900,000,000 in soft drinks on the wholesale level in 1950. During the same period, soft drink bottlers and franchise companies are reported to have spent approximately \$75,000,000 in newspaper, magazine, radio, outdoor and point of purchase advertising.

The American Perfumer

New Shopper Stopper



the

MODERN ROUND

by Maryland Glass

Yes, here's something new to give your products that first impression impact that pays off in sales. In crystal clear flint glass this new Modern Round is Maryland Glass' latest design for *selling through packaging*. Ideal for a line of related products. 1, 2, 4, 6, 8, 12, 16 and 32 ounce sizes in stock for prompt shipment. Caps furnished if desired. Send today for samples. See for yourself how attractive, strong and practical this new Modern Round can be. MARYLAND GLASS CORPORATION, BALTIMORE 30, MD.

Pack to attract in

Maryland Glass

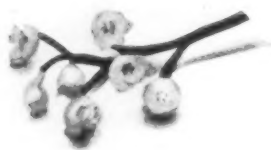


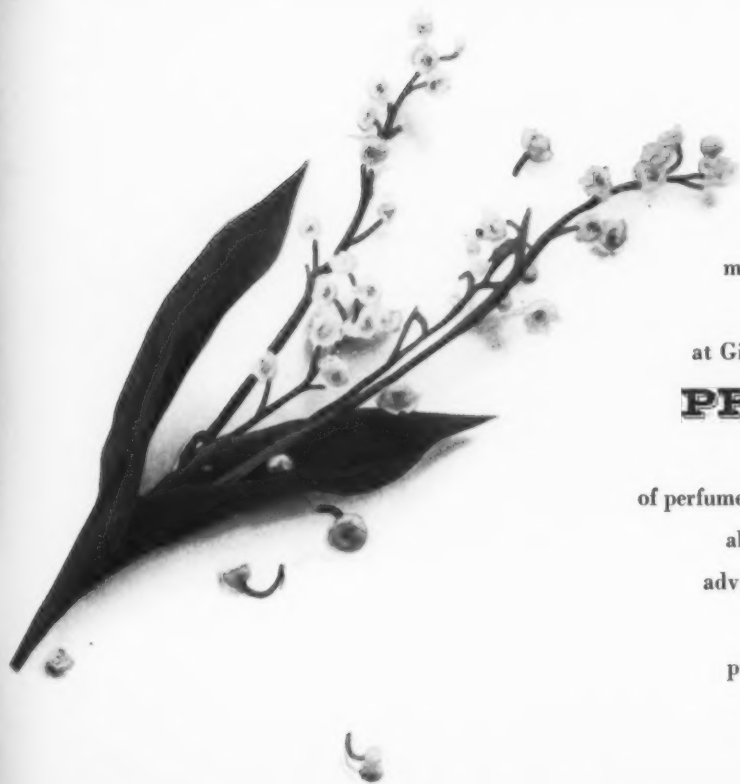


PHOTOGRAPH: MARK SHAW



fragrance is your business...





Your exacting demands for fragrant materials are a constant challenge to Givaudan.

These demands can be better met at Givaudan because of an unparalleled position as

PRIMARY PRODUCER

As the world's largest manufacturer of perfume chemicals, and as primary producer of almost all important aromatic materials, Givaudan has advanced methods of control over its products...

assures consistently high standards of purity and olfactory quality... has an intimate knowledge of the skillful use of the materials it produces.

.....and ours

"Yours For Quality
In All Things Fragrant"

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Extending Flavor Life of Oils

Proper storage of quality essential oils extends their life.

How the manufacturing confectioner may utilize this principle.

Suggestions for the storage of commonly used flavoring oils.

ROBERT KRONE*

PURE essential oils of good quality provide the confectioner with excellent flavors for many types of candies. These include such oils as Peppermint, Lemon, Orange, Lime, Anise, Cassia, Spearmint, Bitter Almond, Clove, Sweet Birch, Sassafras and Wintergreen.

The amount of essential oil used—it constitutes the smallest part of the candy batch—is out of all proportion to its contribution to the finished piece, for it gives the confection its most appealing and distinguishing characteristic—FLAVOR. And just because of their high flavor potency, extra care in the selection and storage of these delicate oils is doubly important: an inferior or deteriorated oil can easily ruin an entire batch.

Without entering into a discussion of the chemistry of the essential oils, it is hoped that the following remarks covering the individual oils or groups of oils will prove helpful.

Citrus Oils—This group includes Orange, Lemon, Lime, Mandarin, Tangerine and Grapefruit oils, all of which contain a high percentage of terpenes. These terpenes, which are unsaturated hydrocarbons, rapidly absorb oxygen from the air. Consequently, it is important to keep the oils in well-filled, tightly stoppered containers. Never store for any length of time in half or partially filled cans, drums or bottles. A uniform temperature of 68-70° F. is desirable. Keep containers away from heating units and direct sunlight.

If improperly stored, these citrus oils spoil rapidly, developing a turpentine-like odor and flavor which render them unfit for flavoring purposes.

Oil Anise—Containing a high percentage of anethol, a phenol ether, this is one of the more stable

oils. It should be stored in heavily tinned or galvanized drums, or glass containers, at 68-70° F. A low temperature should be avoided, to prevent congealing of the anethol. Should congealing occur, warm the container and thoroughly mix the oil before use.

Oil Cassia—This oil contains a high percentage of aldehydes, which will slowly oxidize to their corresponding acids if improperly stored. To lengthen the useful life of this oil, store only in well-filled, tightly stoppered glass containers away from heat and direct sunlight and at a uniform temperature of 68-70° F.

This oil is frequently shipped in cans and drums, but should be removed from these containers to glass for storage over prolonged periods.

Oil Bitter Almond Free From Prussic Acid—A high percentage of aldehydes is also found in this oil. It should be stored under the same conditions as Oil Cassia.

Oil Peppermint—Since this oil contains a high percentage of menthol, an alcohol, it is more stable than those oils, previously discussed, which contain a high percentage of aldehydes or terpenes. Peppermint oil may be safely stored in heavily tinned or galvanized containers, although glass-lined tanks or bottles would be even safer. As an added precaution, store only in well-filled, tightly stoppered containers, away from heat and light, at 68-70° F.

Oil Clove—This widely used oil contains a high percentage of Eugenol which under unfavorable storage conditions is subject to slow deterioration. The oil will also undergo a color change from pale yellow to black if exposed to certain metals, such as iron. However, the oil may be safely stored in heavily tin-lined drums; but, again, glass containers are even better.

Keep in a dark location in the storeroom away from sunlight and heat, and at a uniform temperature of 68-70° F.

Oil Spearmint—A high percentage of ketones is found in this oil; these will polymerize if the oil is improperly stored. To prevent this, keep the oil only in glass containers, never in metal drums, cans or tanks. Keep the containers well filled and tightly stoppered. Avoid excessive heat. It is important that the oil be stored at a uniform temperature of 68-70° F.

Oil Sweet Birch—Oil Wintergreen—These oils contain a high percentage of esters which revert in time to their corresponding acids and alcohols. This action can be retarded considerably by storage in heavily tinned containers, in glass-lined tanks or in carboys, at a uniform temperature of 68-70° F.

Oil Sassafras—Since this oil is a stable oil, not as sensitive as some others which have been discussed, it may be stored in tin or galvanized containers. However, glass-lined tanks or bottles would offer extra protection. Store at a uniform temperature of 68-70° F. away from heating units and sunlight.

Pure essential oils in first class condition when packed will retain their fine quality and flavor for considerable periods of time, if handled and stored as indicated above. However, an impure oil which has already started to deteriorate when packed may spoil quite rapidly even under the most ideal storage conditions. It is very important, therefore, to start with a reliable grade of oil and to apply the following basic precautions to insure perfect flavor over long periods:

1. Store only in filled, tightly stoppered containers. This will help to prevent oxidation and evaporation of the oils.

*Chief, Flavor Division, Fritzsche Brothers Inc. Published by courtesy of the American Assn. of Candy Technologists.

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2. Use only glass, heavily tinned, stainless steel or earthenware containers, to prevent contact with metals which may accelerate the deterioration of the oil.

3. Use only dark colored bottles, to protect the oil from sunlight. Oils stored in carboys, generally made from clear glass, are protected by the hood placed over the carboys. It has been found that sunlight has a definite catalytic action; if traces of metals or moisture are in the oil, rapid deterioration results on exposure.

4. Store at uniform temperatures. A uniform temperature is just as important as a proper temperature: continual changes hasten spoilage of the oil.

Temperature too low may cause separation of the constituents of the oil; conversely, high temperature accelerate changes. The subject of correct temperature is still controversial, but experience has shown that a temperature maintained at 68-70° F. is ideal for essential oils, with few exceptions.

5. Always store away from steam pipes or heating units.

6. Always store away from direct sunlight.

Chemical Abstracts

Determination of the Volatile Constituents of Roasted Coffee. E. B. Hughes and R. F. Smith (J. Soc. chem. Ind., Lond., 1949, 68, 322-327). Methods for the determination of pyridine, total aldehydes, diacetyl, acetone, phenols, furfuraldehyde, acetylmethylcarbinol, and H₂S in roasted coffee are described. Pyridine is extracted from the coffee as in the method used by Bodnar and Nagy for tobacco (B., 1938, 454) and determined by the Konig reaction (A., 1904, i, 449, 816), the orange colour produced being measured by means of a Zeiss photometer. To determine furfuraldehyde, the coffee is suspended in saturated aq. NaCl. The furfuraldehyde is distilled in a current of O₂-free N₂, and the red colour produced by the reaction of aniline acetate solution with the furfuraldehyde distillate is determined photometrically. Total aldehydes are determined photometrically in an aliquot portion of the furfuraldehyde distillate by the red colour they produce with Schiff's reagent. Diacetyl is determined by the Schmalfuss-Werner (B., 1938, 1219) method, the vols. being increased ten times for greater accuracy. Acetylmethylcarbinol is

oxidised to diacetyl by steam-distilling the coffee while it is suspended in a 10% FeCl₃ solution. To determine acetone, roast coffee is suspended in saturated aq. NaCl and steam distilled. Acetone is determined in the distillate by Ravin's method (A., 1936, 1363). Total volatile phenols are extracted from coffee at its normal pH (4.5) with light petroleum; the petroleum is extracted with alkali, and the alkaline extract acidified and steam-distilled. Phenols are estimated in the distillate, using Folin reagent (Folin and Ciocalteu, A., 1927, 892). For the determination of H₂S the method of Almy (B., 1925, 521) is adopted.) Thru British Abs. Part 4, 143, 1950)

Water-Soluble Coffee Extract. (C.A. 45, No. 2, 787, 1951). Johannes H. Schaeppi and Walter Mosimann. U.S. 2,518,441, Aug. 15, 1950. Roasted and ground coffee is extd. at a temp. between 85° and 100° with water contg. a substance capable of binding and pptg. albuminous and albuminlike substances such as CaO or Ca(OH)₂. Lactose and gum arabic (40 to 60% by wt.) are added to the filtered ext. The pH is adjusted to 4.7 to 5.4 by addn. of tartaric or citric acid. The mixt. is then dehydrated and mixed with 0.4 to 0.8% by wt. of an aromatic oil, obtained by pressing roasted coffee powder.

Coffee Preparation Soluble in Hot Water. (C.A. 45, No. 2, 788, 1951). Paul Christen. Swiss 264,899, Feb. 1, 1950 Cl.34d). Equal parts of roasted coffee are mixed with a fat, such as lard or cacao butter; then one part is mixed with tartaric acid and the other with the equiv. NaHCO₃. The mixts. are pressed to remove the excess fat and ground to an impalpable powder. Mixing of the parts in hot water gives a fine suspension resembling Turkish coffee.

Vinegar Substitute. (C.A., 44, #22, 11018, 1950) Usines de Melle (Firmin Boinot, inventor). Fr. 942,101, Jan. 31, 1949. Fermentation of products contg. sugar, e.g. whey fruit juices, or sorghum, is carried out with a ferment contg. Lactobacillus acidophilus B which attacks the sugar directly to form acetic and lactic acids without the intermediate formation of alc. Whey (dild. to contain 2.5% lactose), apple juice contg. 10% sugar, and grape juice contg. 15% sugar are treated with 5-20% of the ferment at 38-42° for several days. Ca(OH)₂ is added either during or after fermentation and, after filtra-

tion and concn., if necessary, H₂PO₄ or tartaric acid is added to bring the PH to 3. The pptd. salts are filtered off, and the filtrate is dild., if necessary, to give the required strength.

Pepper. Adulteration Of. (J. Pharmacy & Pharmacology, III, #5, 318, 1951) H. Hadorn and R. Jungkuntz. (Pharm. Acta Helvet, 1951, 26, 25.) A war-time substitute for pepper is known as Congo pepper or Congo cubebx. Botanically the fruits are derived from Piper guineense. Schumann. A comparative examination showed a considerable difference in essential oil content: 10.6 per cent. for Piper guineense against 1.3 per cent. for white pepper, 1.77 per cent. for black pepper, and about 10 per cent. for true cubebs. Pepper (black or white) contains 5 per cent. of piperine, while the substitute has only 0.3 per cent. Resin is 2.3 per cent. against 0.6 per cent. for pepper and 3.7 per cent. for cubebs. Congo pepper has a relatively low content of crude fibre (4.2 per cent.), owing to the absence of sclereids. G.M.

Fragrance of Soy. (C.A. 45, No. 2, 814, 1951). I. Minoru Nakaiima, Takashi Imaki, and Sankichi Takei (Kyoto Univ.) J.Chem. Soc. Japan (Pure Chem. Sect.) 70, 40-2 (1949).—From the ethereal ext. of soy, isovaleraldehyde, ethyl acetate, and butyric acid are identified. They are auxiliary constituents for the fragrance of soy.

Packages Women Prefer

A PRACTICAL working description of the type of package for food products which most housewives find satisfactory is indicated by a comprehensive survey conducted by *Sales Management*. It found that women want:

- (a) A package that is convenient to store.
- (b) A package that is easy to open.
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- (d) A package that is stable—doesn't tip over easily.
- (e) A package that does not deteriorate on the shelf or in the refrigerator.
- (f) A package that does not "dribble" when liquid contents are poured.
- (g) A package that has good inner wraps to preserve freshness.
- (h) A package that is leak-proof as it comes from the factory.

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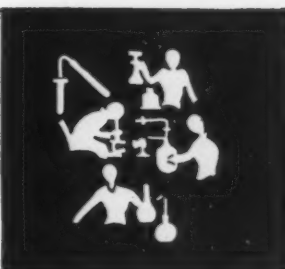
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200 September, 1951

The American Perfumer



Soaps



Synthetic Detergents for Powders

How to choose synthetics which blend well with soap . . . Purpose of adding synthetics . . . Additives beneficial . . . Usefulness and advantages of non-ionics suitable for use with soap.

PAUL I. SMITH

ALTHOUGH in the main, synthetic detergents are highly competitive with soap, it is a fact that mixtures of soap and certain of the synthetics, i.e. the non-ionics, possess special and, indeed, unusual properties. Already on the market are such mixtures which are sold as salt water soaps, hard water soaps, deodorant soaps, diaper cleaners, textile soaps, etc. The synthetic agent may be present in amounts varying from 2-15% on the dry weight of soap.

The main purpose of adding the synthetic to a soap is to disperse the insoluble and sticky lime soaps which, with soap solutions, are either precipitated on the materials being washed or left as a grimy deposit on the surface of the washtub or bath. In addition, it is claimed that non-ionics can also improve the rate of solution and rate of rinsing of soap and minimize slipperiness, which with some soaps is apt to be exaggerated. Non-ionic constituents of soap products are also able to emulsify precipitated fatty acids, as well as lime soaps, to improve lathering and to assist deodorant action.

Additives

Additives such as phosphates and sodium carboxymethyl cellulose, CMC, are generally considered beneficial. The former chemicals, particularly sodium tripolyphosphate, are useful as they help



Paul I. Smith

materially to prevent the precipitation of insoluble lime and magnesia soaps and are excellent builders for the synthetics.

Mixtures containing tripolyphosphate possess good free rinsing properties. It is worth pointing out that in cost per unit of mineral salt sequestering value, sodium tripolyphosphate equals other complex phosphates and has the added advantage of being non-hygroscopic. For soap powders, the free flowing properties of this phosphate are of added value. Turning now to CMC, it is being appreciated that it is a useful ingredient of soap-synthetic mixtures owing to its ability to improve their lathering characteristics in very hard water. The use of CMC in bar soap containing synthetics is particularly recommended.

The field of non-ionics includes a large number of complex organic chemicals, many of which are suit-

able for use with soap. The alkyl aryl polyoxy ethylene glycols are especially valuable non-ionics having excellent emulsifying, dispersing and detergent properties in both soft and hard waters. Some members of this family of non-ionics are outstanding lime scum dispersants when used with soap. An added advantage of these complex glycols is that they not only increase the detergency of soaps, but in the case of liquid soaps, they greatly assist in their clarification. No matter which synthetic is chosen, and here personal preference has a lot to do with any choice, it is advisable to pick a compound possessing the following properties:

1. Made up of 100 active non-ionic detergent.
2. Soluble in water in all proportions to give a crystal clear solution.
3. Active as a surface active agent in extremely low concentrations.
4. Non-irritating to the skin.
5. Possess rich foaming and good dispersing properties.
6. Acid and lime stable.
7. Possess emollient properties.

The non-ionics are not miracle makers and good results can only be ensured by choosing synthetics which blend well with soap, and, of course, vice versa. Small scale trials are advocated so as to determine compatibility; this is most important. Generally speaking the best results are achieved by mixing

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synthetics with soap powders. Here it is essential that the non-ionic should be free flowing and nonhygroscopic as manufacturers know from bitter experience that powders which cake are often very unpopular. The presence of complex phosphates, such as tripolyphosphate, does help in keeping powdered soap and other ingredients in a usable condition for long periods of time.

Apart from non-ionics in powdered form, which, as mentioned above, have their own special sphere of usefulness, there are liquid non-ionics, such as certain aromatic polyglycol ethers. These are excellent detergents, wetting agents, dispersing agents and emulsifiers. Moreover, they are very stable and will not easily decompose or separate over long storage periods. They are now being recommended as ingredients of soap products for all-purpose household cleaners, paint and woodwork cleaners, floor cleaners, dairy cleaners and car washes. Added to their other advantages is the fact that these non-ionics are completely odourless.

Choice of soap for use with non-ionics needs a good deal of careful thought, any old soap will not necessarily blend happily with the synthetic. Combinations of some synthetics with soap quite frequently show a diminution of detergency. This is due very largely to the fact that the synthetic exerts such a powerful peptizing action on the soap that it cannot form micelles and exert its natural soil suspending power and maintain its vital washing reserve. Experiments are necessary to determine the most suitable soap for the particular non-ionic detergent. Generally speaking, the best results are achieved by using relatively short chain saturated fatty acids.

Zein as a Filler for Soap

THIS industrial protein is of interest to soap manufacturers as a filler. In its commercial form, zein is a light tan amorphous solid having a molecular weight of about 25,000 and a specific gravity of 1.25. Unlike many other proteins, this corn product is remarkably resistant to the type of microbial attack which often decompose other similar substances. Although insoluble in water, zein can be prepared as an aqueous dispersion with alkaline soaps, alkalies or synthetic detergents as dispersing agents. Zein

is soluble in aqueous ethyl propyl and isopropyl alcohols and in methanol, glycols, glycol-ethers, amines, etc. Normally this product is supplied in granular form packaged in 50 pound multiwall bags. The soap manufacturer will be particularly interested in the following characteristics of zein:

1. It is economical in use and reliable in quality.
2. It does not encourage fungoid growth either on itself or on substances in which it is present.
3. It blends easily with soap and has no deleterious effect on colour or smell.
4. Zein improves the texture of soap, tends to increase its emulsifying properties and the permanency of lathering.

Choosing a Floor for the Soap Plant

THE British Department of Scientific and Industrial Research has, during the last few years, investigated the serviceability of certain types of industrial floors and now publishes its report. For factories where soaps are boiled and oils refined and bleached the floors are required to withstand contact with animal or vegetable fats and oils, frequently combined with the action of hot water and chemicals used in processing or for cleansing, and with heavy abrasion. Provision of a durable and clean finishing for such floors presents a difficult problem. Dense clay flooring tiles, jointed in high alumina cement, are probably the best answer; certain of the resin-type acid resistant cements may also have advantages for jointing under such conditions. Where abrasion is more severe metal tiles may be used but unless patterned they tend to become slippery if the floor is greasy. Hardwood timber floors tend to absorb oil and to become slippery and unhygienic, but a surface sealing treatment would reduce this tendency. Pitch mastic provides a suitable finish where the abrasive wear is not too severe, and where there is not a wide range of temperatures. Concrete floors are likely to be troublesome, but, if used, a granolithic topping with high alumina cement is probably the best choice. Natural mastic asphalt, and rubber are unsuitable for these conditions.—*Floor Finishes For Industrial Buildings. National Building Studies, Special Report No. 11, Published by H. M. Stationery Office, London.*

High Finish For Soap Cakes

ALL soapers aim at a high finish for their soap cakes and usually a good deal of planning is required before this can be achieved. A smooth, high gloss is popular with most retailers and gives a quality look to toilet soap and speciality lines.

The degree of finish is determined by several factors, the most important being as follows:

1. The texture of the soap must be suitable for the particular type of automatic soap presses employed. It is a fact that some types of soap finish up better than other grades on the same make of press. The manufacturer must, therefore, work out the optimum conditions for his own particular soap.
2. The composition of the soap influences the degree of finish which it is possible to obtain. It is usually found that if the soap stock contains a fairly high proportion of tallow, preferably admixed with coconut oil, the finished soap is able to take a good finish.
3. Size and shape of the soap cakes influence considerably the degree of finish, e.g., highly convex faces and oval cakes do present some difficulties with certain presses. Generally speaking, the medium weight cakes, i.e., about 2½ oz. take on a better finish than small cakes. Obviously the amount of lettering and design on the cake determines to an appreciable extent the nature of the gloss and finish which the cakes will take.
4. The type of automatic soap press chosen for the work has, of course, the greatest influence on the finish. Toggle operated soap presses give excellent results, moreover, they are very economical in service. Out of date presses usually mean imperfect pressing, necessitating much remilling and re-pressing. Such presses also mean greater wear and tear on dies and more frequent replacement.

One of the great drawbacks of certain types of soap presses is that the dies so frequently get clogged, this means that much valuable production time is lost through cleaning. Monel metal or other corrosion-resistant dies should be specified where possible as dies which have become corroded can never be expected to give a clean, smooth finish.

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THE ROUND TABLE —

Two Old French Concerns Form One New One in Grasse, France

Maurice G. Couderchet, sales manager of Bruno Court S. A., Grasse, France, who is in the United States visiting the firm's representatives, Naugatuck Aromatics, announces the merger of his company with the firm of Jean Roure, Pierre Ziller & Cie and the formation of a new company Jean Roure, Pierre Ziller, Bruno Court & Cie. Headquarters are in Grasse and the new concern has a capital of 49,000,000 francs.

The new company has the use of the technical organizations of the two former companies; and Mr. Couderchet reports that it has excellent facilities for producing natural products and a full range of specialties and compounds. Naugatuck Aromatics continues to represent the company in the United States.

N.P.A. Expects Greater Supply of Polyethylene

The N.P.A. has informed the Flexible Plastic Container Committee that a greater supply of polyethylene is expected to be available in September.

BIMS of Boston Concludes Golf Tournament Season

BIMS of Boston held its final golf tournament of the season at Nashua Country Club, Nashua, New Hampshire on September 12.

Winners of the August golf outing at Woodland Golf Club in Auburndale, Mass., were J. P. Kelley, R. B. Seth, T. J. Conlon, Donald Bush, J. J. Flanagan, A. Wm. Dehle, F. J. Hailer, Jr., E. M. Wright, and R. A. Armstrong.

N.P.A. Says Sulfuric Acid Shortage Hits Detergents

Further increases in the production of synthetic detergents may be

restricted by the shortage of sulfuric acid, the N.P.A. and the industry's advisory committee have agreed.

Dr. H. L. Sanders Speaks on Surfactants for Chicago SCC

Herbert L. Sanders, Ph.D., technical director of Ninol Laboratories, presented a paper on "Ratings



Dr. H. L. Sanders

of Surfactants" before the Chicago Chapter of the Society of Cosmetics Chemists. The occasion was the regular monthly dinner meeting on September 11, held at Henrici's Restaurant in the Merchandise Mart.

Dodge & Olcott, Inc. Opens Two New Sales Offices

Dodge & Olcott, Inc., New York, N.Y. essential oil house, has opened sales offices in Baltimore and Minneapolis.

William Peacock, formerly a member of the Philadelphia sales force, has taken over the Baltimore territory and office which is located in the Mathieson Building, at Baltimore & Light Streets.

The Minneapolis representative, Mr. Arko, has made his headquarters in Minneapolis and his territory includes all of Minnesota and part of Wisconsin.

Dr. Yves-René Naves Lectures During Brazilian Tour

During the course of a trip which he has just made to Brazil, where he conducted studies from June 1st to July 10th, Dr. Yves-René Naves, research scientist of L. Givaudan & Cie., Vernier-Geneva, addressed a number of meetings.

At the pharmacy faculty of the University of Sao Paulo he spoke on irones chemistry on June 27 and on the history of perfume raw materials on July 2. He also talked on "technical conditions for the creation of a new essential oil market" before the directorate of the National Society of Agriculture at Rio de Janeiro on July 9. The lecture will be published in the organ of the society.

Pacquin Inc. Acquires Plant in Glen Rock, N. J.

Pacquin Inc. has acquired a one-story plant in Glen Rock, N. J.

OPS Cosmetic Xmas Gift Pricing Regulations

A special pricing regulation for cosmetic Christmas gift packages is expected shortly. It will fix prices for old gift sets at the highest price charged in the Dec. 19-Jan. 25, 1951 period and provide a formula for pricing new gift sets.

Tuvache, Inc. Opens Factory Laboratories at Swansea, Mass.

Howard W. Angus, president of Tuvache, Inc., perfume manufacturer, has announced the opening of his new laboratories and factory at Swansea, Mass. The factory was formerly located at Barrington, R.I. Tuvache Inc. is planning an intensive promotional campaign this fall. To this end a New York sales office is located at 30 East 60th St.

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Adelphi College Seeks Literature for Library

Adelphi College, Garden City, N.Y., is requesting professional books, pamphlets, and periodicals for its library.

Neumann-Buslee & Wolfe, Inc. Changes Address

Neumann-Buslee & Wolfe, Inc., flavors, perfume compounds and essential oil products manufactur-

market comprised of young business and professional men, will be continued. Plans include the marketing of special Three and Four Star kits, sets designed as gifts to military men for the Christmas market.

Sales, promotional, and Christmas trade plans were also discussed at the recent meetings for the forthcoming six-months period on all Hudnut products, including the Chen Yu line and Courtley men's products.



The new Neumann-Buslee & Wolfe, Inc. building.

ers, are now located in their new building at 5800 Northwest Highway, Chicago 31, Ill. The new telephone number is ROdney 3-1130.

Suit Filed Claiming Cold Wave Poisoning Damage

Mrs. Mildred Sabato of New Rochelle has filed suit against the Bloomingdale department store in New Rochelle, N. Y. for \$25,000. In the complaint she alleges that she contracted a scalp disease and is bald in spots as a result of a cold wave administered by the beauty parlor in the store.

Hudnut Sales Co. Emphasizes Men's Line at Sales Meeting

The importance of the increasing sales potential for men's toiletries was emphasized by the Richard Hudnut Sales Co., division of Warner-Hudnut, Inc., during a consecutive series of regional sales meetings, just concluded.

Marking the thirty-second annual sales conference of the firm, meetings were held in Los Angeles, St. Louis, and New York City, where the series terminated in a three-day meeting at the Hotel Astor.

Special fall and Christmas sales and promotion plans were discussed for the Richard Hudnut men's line. Present theme and slogan of advertising and promotional program "for the man with the mark of success," slanted to the

Dial Deodorant Shampoo Tested in Chicago and Milwaukee

Armour & Co. has test marketed Dial deodorant shampoo in Chicago and Milwaukee following a successful introduction in New Orleans. A market-by-market launching program has been scheduled, leading to national distribution. The shampoo, a liquid in a plastic squeeze bottle, is a sister product of Dial deodorant soap. Newspaper and television were employed in the Chicago market, while newspaper and radio were largely used in the Milwaukee area.

F-D-C Editor to Speak at Annual DCAT Meeting

Wallace Werble, Editor, F-D-C Reports, will be the speaker at the 61st Annual Meeting of the DCAT to be held at Shawnee Inn, Shawnee-on-Delaware, Pennsylvania, September 20-22.

He will be the sole speaker at the business session scheduled for Friday afternoon, September 21. His subject will be "Washington Drug and Chemical Forum."

Woodbury, Inc. Starts 1 Cent Soap Campaign

John H. Woodbury, Inc., Cincinnati, is offering a fourth cake of soap for 1 cent upon purchase of three regular size cakes. The sale is part of a campaign to publicize a new beauty cream ingredient.

Department Store Beauty Shops Sales Approximate Last Year's

The National Beauty and Barber Mfrs. Assn. reports that May 1951 receipts reported by 73 department store beauty and barber shops were 1% below those of May 1950, which in turn had been 2% above those of May 1949. Receipts for Department store beauty and barber shop receipts for January-May 1951 equaled those for the same period last year.

Mid-Atlantic Pharmaceutical News-Review Launched

With a strong editorial board the Mid Atlantic Pharmaceutical News-Review has been launched by James S. Talbot with headquarters at 321 Market St., Camden, N. J. It has a controlled circulation of 15,540.

Harold Hutchins, former editor of the *American Druggist* and publisher of the *Drug & Cosmetic News*



Harold Hutchins

Letter has been appointed editorial consultant, a fortunate choice because Mr. Hutchins is an alumnus of the Philadelphia College of Pharmacy and is well trained theoretically and practically in pharmacy and has an exceedingly wide acquaintance throughout the industry among executives who often seek his advice. Other appointments include Philip Van Itallie, who is also well known in drug and cosmetic circles who will serve as science editor; and Louis Strombofsky, Ph. G. contributing editor.

Amor Skin Products Sales Co. Buys Amorskin Inc. Property

Amor Skin Products Sales Co. Bayside, N. Y. of which Albert Pollack is president announces the purchase of the personal property of Amorskin Inc. of Freeport, N. Y. It will now manufacture and distribute all Amor Skin toiletries.



PERFUMERY SPECIALTIES • ESSENTIAL OILS • AROMATIC CHEMICALS

Bonne Belle Inc. Starts Sales Promotion Campaign

"Don't Let Your Face Tell Time," recently adopted slogan of Bonne Belle, Inc., Cleveland, Ohio, cosmetics manufacturer, will be the theme of a new sales promotion campaign to be launched in September. According to R. W. Misdendorf, Bonne Belle sales manager, the campaign will be based upon comprehensive estrogenic hormone cream research.

Neutralization Step Eliminated in New Toni Wave Kit

The neutralization step in home permanent waving is eliminated in Prom a new type of home permanent kit announced by the Toni Co. The new product is stated to provide automatic neutralization as the hair dries. The kit is offered by Prom Cosmetics. A different waving lotion for different types of hair in three strengths is also offered.

Cosmetic Credit Men Have Gorgeous Summer Outing

One of the most enjoyable Summer outings ever held by the Drug, Cosmetic & Chemical Credit Men's Assn. was held at the summer home of the popular group secretary Nat Otte in West Hampton, L. I. August 17. As usual all of the members and guests who attended had a good

time bathing, playing golf or indulging in some other amusement. In the evening a shore dinner was served at a popular West Hampton restaurant. The affair was arranged by Nat Otte assisted by William and Robert Otte and the entertainment committee.

Danish Hairdressers Suppliers Association Established

An association of suppliers to hairdressers has been established in Copenhagen, Denmark. The organization has 35 members among wholesalers and manufacturers inside the line.

All foreign concerns who may wish to sell or purchase goods in Denmark are invited to write to the secretary, and contacts will be made with the proper firms and persons and information as to restrictions of import, customs, duties, etc. will be given. The address of the secretariate is: B. L. F., St. Kongensgade 77, Copenhagen K.

Berte Samuel Opens New Package Design Shop

Miss Berte Samuel, formerly in the packaging department of Helena Rubinstein, Inc., has opened her own business as package designer. She is in the Penthouse of 160 Fifth Ave., New York, N.Y.

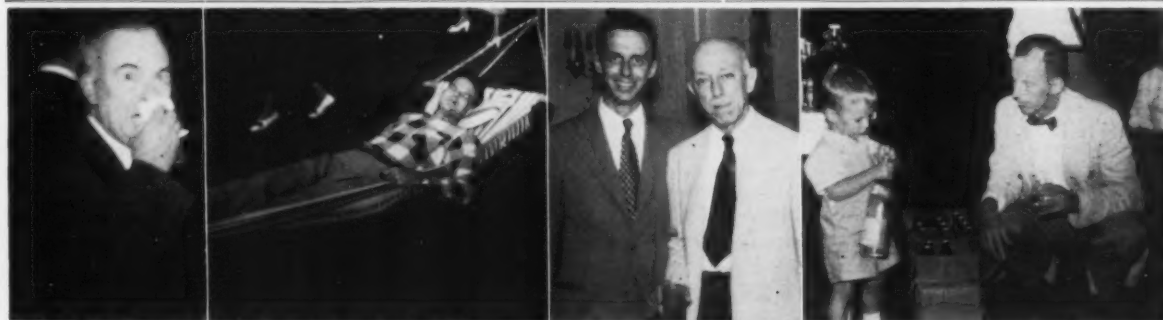
Neushaefer Plans Production in Latin-America

Helen Neushaefer, president of Helen Neushaefer Cosmetics, has started negotiations for the production of her cosmetics in Mexico City, for distribution to the Mexican and Central American markets.

Initial manufacture and distribution in the Latin-American market will probably be limited to lipsticks and nail care products. She expects to have a plant in operation in Mexico City by late fall.

Cincinnati Drug and Chemical Assn. Elects New Officers

At a recent meeting of the Cincinnati Drug and Chemical Association the following officers were elected for the year beginning July 1: Frank D. Nowland of the Geo. H. Nowland Co., president; Fred Rohel of Amsco Solvents and Chemical Co., vice president; Vernon Tucker of Mallinckrodt Chemical Co., secretary; and Lawrence Meiners of Merchants Chemical Co. treasurer. Also elected to the board of trustees were Walter M. Eller of Fritzsche Bros., the retiring president, George A. White, Innis Speiden and Co., Owen Sexton, H. Blacker Printing Inks, Inc., and Paul Wiemer, Jr., U. S. Industrial Chemicals, Inc.



W. E. Foster discovers the invigorating properties of horse radish. John Alexander relaxes after a strenuous afternoon's sport. Robert and Nat Otte. The little son of William Otte, who charmed everyone, shows his uncle Bob how to open a bottle of soda pop.



Mrs. Charles E. Robinson and Mrs. Joseph Lynch chat together. Jo eph Lynch emphasizes the injustice of the excise tax on spirits to Louis Candee and Monty Kroll. Charm personified: Mrs. Ross Mulford and Mrs. Owen Clayton.



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developing such aromas for many years and is in a position to supply proven products to fit almost any problem. Why don't you consult with NAUGATUCK AROMATICS? You'll find a perfect combination of skill, resources and experience to help you handle your odor problem.

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CREAMODORS—For all types of creams and lotions.

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Laboratory Course in Perfume Blending and Flavor Evaluation

A laboratory course in perfume blending and flavor evaluation will be offered by New York University's adult school under the direction of Samuel Klein, beginning Sept. 24 and continuing for 15 weeks. It will be held Monday evenings from 8:10 to 9:55 p.m. Details may be had by writing to Prof. S. G. Roth, New York University, 1 Washington Square N., New York 3, N. Y.

American Hairdresser Sold To Beauty Culture Pub. Co.

The American Hairdresser magazine, one of the oldest publications in the industry has been sold to the Beauty Culture Publishing Co. of which J. Byrne is head.

Centflor Mfg. Co. Changes Address

Centflor Mfg. Co., producers of perfumers' raw materials, has been relocated at 500 West 52nd Street, New York 19, N.Y. The telephone number is Circle 6-8307.

P. L. Forsman Wins Martin F. Schultes Memorial Trophy

The Martin F. Schultes Memorial Tournament was held August 23 at the Plandome Golf Club, Plandome, L.I. The winner of the Martin F. Schultes Memorial Trophy was Peter L. Forsman whose gross score was 75.

A member must win three times before he actually becomes the possessor of this beautiful bowl. Mr. Forsman has it for one year and then must return it for the winner of the 1952 memorial tournament. However, he will be presented with a smaller replica of this trophy which he may permanently have in his possession.

The day was an exceptional one which added that much more to the enjoyment of those present. Only members of the PIMS Organization were permitted to attend and the turn out for this Memorial Tournament was excellent.

Other winners at the tournament were: Ross A. White, E. N. Rowell Co. Inc.; J. Dudley Shaw, Allen B. Wrisley Co.; Fred A. Parker, Pond's Extract Co.; John G. Kemp, Warner-Hudnut, Inc.; Charles B. Darcev; William F. Zimmerman, W. F. Zimmerman, Inc.; C. G. Twine, B. Altman Co.; Cecil W. Rice, W. T. Bush & Co., Inc.; C. R. Keelev, Beauty Fashion Magazine; Harry C. Griffiths, Penn-

sylvania Drug Co.; John A. Owens, Lachman-Novasel Paper Corp.; Walter J. Jamieson, Walter J. Jamieson Corp.; Charles W. Darr, Snyder Box Co.; John E. Gabrielson, Avon Products, Inc.; Frank L. Kiernan, Kiernan-Hughes Co.; James McInnes, Jr., Commercial Solvents Corp.

Illinois N. B. B. M. A. Sets Peoria Convention Sept. 23-24

The Illinois State Assn. of the National Beauty and Barber Manufacturers Assn. will hold a convention and show in Peoria, Ill., on September 23-24 instead of a fall Chicago trade show.



Ruth Bobbitt, Director of Sales Training at Peggy Sage, was a guest on Inga's Angle program of August 7 on WNBW, Washington, D. C. This television show, a beauty clinic for young girls, is conducted by Miss Inga Rundvold. Miss Bobbitt discussed and illustrated, for the studio audience and viewers, the proper technique for a Peggy Sage manicure and daily hand care.

NBBB Suggests Program to Cope with Door-to-Door Sales Ban

The National Better Business Bureau, Inc. suggests five steps as counter-attack against the trend to legislation requiring door-to-door salesmen to be invited before soliciting. Noting that the U. S. Supreme Court has upheld such legislation in the Green River Ordinance Case, the NBBB recommends organizing of all direct sellers, the adoption by such an organization of a voluntary code of ethics, a means for enforcing such a code, regulation of direct selling by ordinance, and an extensive and continuous educational program to prove to community leaders and legislators that the direct selling industry operates in the public interest.

Fleuroma Inc. Moves to New and Larger Quarters

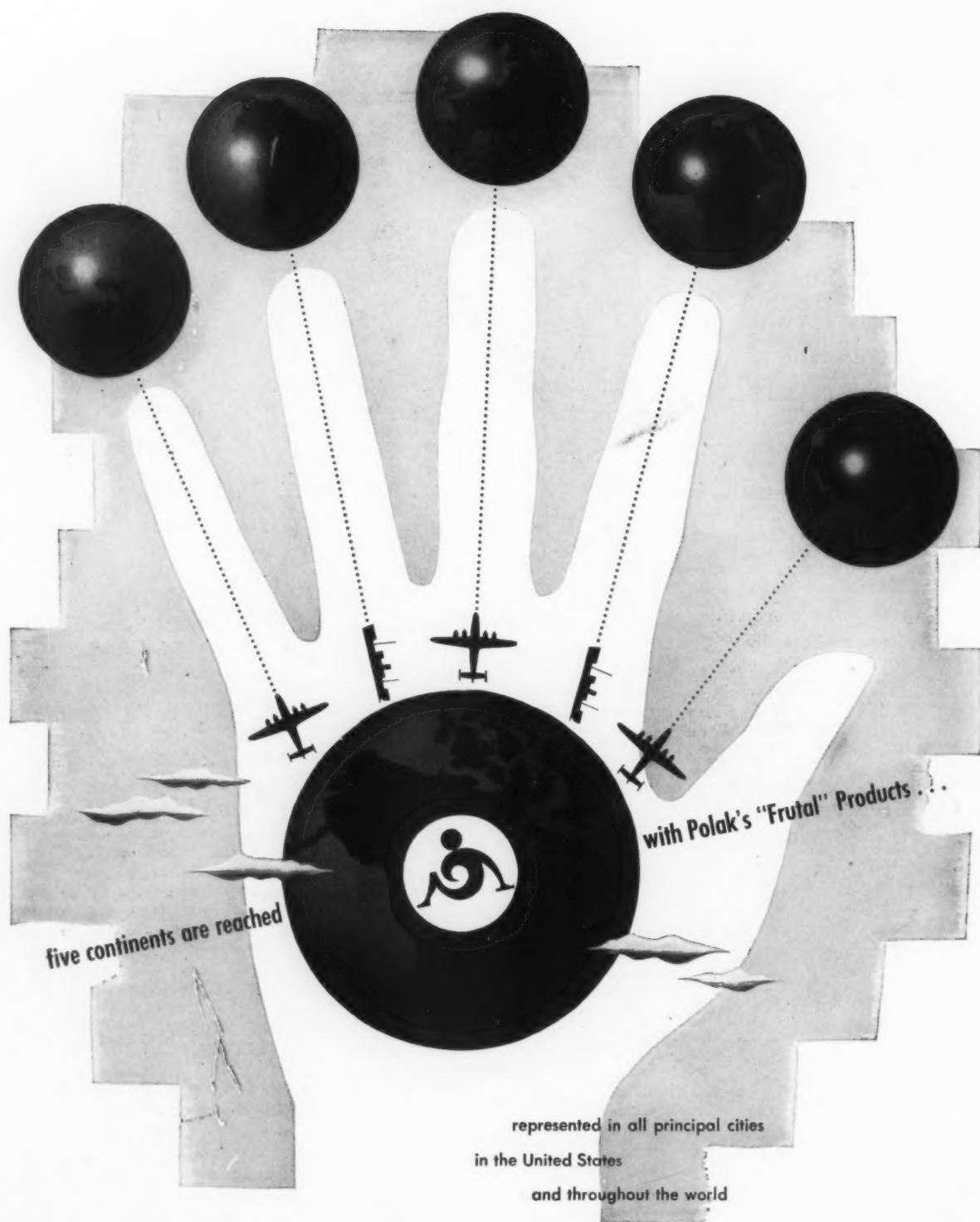
Fleuroma Inc. is now located in new and larger quarters in 38 W. 21 St., New York 10, N. Y. The new telephone number is CHelsea 3-8525.

OPS States Terms for Adjusting Ceilings to Fair Trade Prices

The Office of Price Stabilization has announced that wholesale or retail ceilings may be adjusted to fair trade price levels under Supplementary Regulation 19 to the General Ceiling Price Regulation only if the wholesaler or retailer actually signed a fair trade contract, or if the basic agreement was entered into intrastate commerce and the state fair trade act involved required non-signers as well as signers to comply.

Increase in Department Store Stock Value Reported

The National Beauty and Barber Mfrs. Assn. reports that the value of department store stocks of cosmetics and drug sundries was 17% higher at end of May 1951 than at a similar time last year. In relation to sales during May 1951, an estimated four months' supply was on hand at that time. Department store sales volume for the first five months of 1951 was higher than in the similar period in 1950.



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Third Supplement to U.S.P. XIV Approved, Effective Jan. 1

The third supplement to U.S.P. XIV has been finally approved. It will become effective January 1, 1952. Distribution will start soon.

Fire Strikes Blum Soap Co. Factory

The Blum Soap Co., 110 Seneca St., Buffalo, N.Y., soap manufacturer, suffered damage during a fire Aug. 8th which swept the four-story structure occupied by the Blum firm and other concerns. Extent of the damage was not learned immediately. Morris Blum is operator of the firm.

Suggests Publicity Program for Acceptance of Cosmetics

Points on which consumer acceptance of cosmetic and drug interests rise or fall according to Edward Gottlieb in an address before the recent meeting of the Assn. of National Advertisers, are: 1. Properly conducted medical and dental research; 2. Educational and consumer service departments; 3. Selection of experienced personnel; and 4. Avoidance of one-shot publicity campaigns. Under the pressure of constantly changing conditions advertising of cosmetics and allied products must be made to perform a public service, he said.

Firm Consolidates Delivery and Merchandise Promotion

Spar Pool Car Distributors, Inc., Chicago, Ill., has initiated a new service which times the delivery of merchandise from manufacturers with the promotional plans of local merchants. The firm consolidates pool cars for shipment and distributes incoming cars locally, and services trucks and rail shipments on many lines and to all parts of the nation.

New Scrub-Up Outdoes Soap In Clinical Trial By Army

A new surgical scrub technique recommended for the operating theater under combat conditions because it hastens pre-operative procedures has been reported by a team of Army doctors. Employing a preparation known as pHisoHex, the technique reduces by 70 per cent the time required to cleanse both the surgeon's hands and the site of the operation, or wound. pHisoHex is a soapless sudsing detergent fortified with a potent non-

irritating antiseptic, hexachlorophene, in the past popularly called "G-11." It is produced by Winthrop-Stearns Inc.

Cost of scrubbing was reduced from 17 cents to 3 cents. The doctors also proved clinically that a 3-minute scrub with pHisoHex is as effective in killing germs as the 10-minute "routine scrub" with soap, water and brush, long widely used but frequently considered to be the cause of skin irritation and soap-sensitivity.



This lady elephant, Cutex's biggest customer, is given a pedicure by Ruth Bobbitt, Northam Warren director of sales training, before parading through Stamford, Conn., with the rest of the King Bros. circus. A sign she carried stated: "I am wearing Cutex in the new nail polish shade Fire Engine."

George Uhe Co., Inc. Changes Location

George Uhe Co., Inc. has moved to its new location, the Port Authority Building, 76 Ninth Ave., New York 11, N.Y., Suite 766.

F.T.C. May Issue Suggested Cease and Desist Order

The Federal Trade Commission has issued a new ruling affecting consent settlements of complaints under the F.T.C. act. Under the new ruling, a suggested Cease and Desist order may be attached to a complaint, prior to the taking of testimony. Acceptance would be subject by agreement between the F.T.C.'s and the respondent's counsels, and F.T.C. approval.

Daggett & Ramsdell, Inc. Names Canadian Sales Agency

Daggett & Ramsdell, Inc., Newark, N.J., has appointed Wood, Fingard, Eaton Co. Ltd. of Toronto, Canada, to handle all sales for Daggett and Ramsdell (Canada) Ltd.

Hollywood Guild Initiates Product Endorsing Policy

The Motion Picture Make-Up Artists and Hair Stylists guild has formulated a policy of endorsing consumer products which are related to make-up and hair styling. The endorsements will carry full permission for its use in advertising, merchandising and promotion. Arrangements can be made through the guild for the appearance of its individual members at retail store product demonstrations, TV and radio appearances, and other forms of promotion for endorsed products only. The guild is composed of persons actually engaged as make-up artists and hair stylists within the motion picture industry.

American Aromatics Inc. Organized by Rene Bourguet

American Aromatics Inc. has been organized by Rene Bourguet with offices at 24 E. 21 St., New York, N. Y.

W. J. Bush & Co. in New Quarters in New York City

W. J. Bush & Co. is now located in its new and larger office quarters in 19 W. 44th St., New York, N. Y.

Dior Perfumes Corp. Opens New Quarters

Christian Dior Perfumes Corp. has opened new office quarters at 730 Fifth Avenue, New York, N.Y.

Among Our Friends

DR. VICTOR G. FOURMAN, president of Syntomatic Corp., has been elected to the membership of the Chemical section of the new York Academy of Sciences. Dr. Fourman is a member of the American Chemical Society, the Chemists Club, the Society of Cosmetic Chemists, the American Society for Testing Materials, the Assn. for the Advancement of Science and many other scientific and technical organizations, as well as of Columbia University's Kappa Chapter of Sigma Xi.

DAVID L. YUNICH has been promoted senior vice-president of Macy's, New York, N.Y. He will assist president RICHARD WEIL, Jr. in supervising merchandising of a number of departments, including drugs and cosmetics.



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CHICAGO PHILADELPHIA BOSTON LOS ANGELES MEMPHIS, TENN.

JOHN A. HUTCHENS has been assigned to the Chicago sales area of Shulton, Inc., under **WILLIAM GUINDON**, Mid-West manager.

JEAN DE LAIRE of Fabriques de Laire, Paris, visited New York City during the first half of September as French delegate to the World Chemical Conclave. He was accompanied by his wife. He also conferred with **JOSEPH RUDOLPH**, president of Dodge & Olcott, Inc., and with members of the de Laire Division of Dodge & Olcott, Inc.

ANDREW DAMKO of Chicago, Ill. has joined the sales staff of the Dodge & Olcott Chicago office and will also represent the concern in part of Wisconsin.

HENRY HEROLD, vice president and director of Richard Hudnut Co. recently left for a business



Henry Herold

trip to Honolulu. He conferred with Hudnut's Hawaiian territorial representatives.

WILLIAM O. BRUELL has retired from the partnership of Cent-flo Mfg. Co., perfumers' raw materials producers.

JAMES W. MURPHY of Belmont, Mass., has been promoted by Shulton, Inc. from salesman to manager of the New England division.

FRANK R. PLUM has been named divisional vice president and general manager of American Machine and Foundry Co.'s bakery division. Products marketed by this division include mixers used in the pharmaceutical and cosmetic industries.

MISS RITA PARSIL has been named manager of the Almay Cosmetic division of Schieffelin &

Co. **ROBERT H. SPENCER** has been appointed advertising manager of the division, in addition to his duties as advertising manager of the pharmaceutical manufacturing division. **EDWARD L. MAR-SCHNER** has been named sales manager of the research and pharmaceutical divisions.

WILLIAM F. ERATH has joined the technical and sales staff of



William R. Erath

Whittaker, Clark & Daniels, Inc., New York importers, manufacturers and exporters of minerals, colors and pigments.

RALPH WEILL has retired as assistant general sales manager of the Wildroot Co., Buffalo, N.Y., and is succeeded by J. Paul Sheedy.

ROY TITUS, vice-president of Helena Rubinstein, Inc., is on an extended business trip to Europe. He expects to spend about three months visiting headquarters of the Rubinstein business in France, England, Italy and Germany. While in Paris, Mr. Titus will work with his famous mother, Madame Helena Rubinstein, who is in residence there this summer. Madame Rubinstein expects to return to New York early in September. Mr. Titus is chairman of the Cosmetics Division of the Sister Kenny Foundation.

ROBERT L. MACKENZIE, controller, E. R. Squibb & Sons, New York, will preside at a special industry conference of controllers of companies in the drugs, cosmetics and soap fields, to be held in conjunction with the 20th annual meeting of the Controllers Institute. The gathering will take place in the Waldorf-Astoria, New York, September 30 to October 3.

R. J. MCGINLEY, of Procter & Gamble Co. of Canada, Ltd. has been elected president of the Toronto Control of the Controllers In-

stitute, **RUDOLPH W. SANDBURG**, of the Andrew Jergens Co., has been chosen president of the Cincinnati Control and **FRANK R. DINWIDDIE**, of the Hewitt Soap Co. Inc., has been named director of the Institute's Dayton Control.

JOHN G. JAEGER has been appointed western field supervisor by Harriet Hubbard Ayer. Prior to joining Ayer, he was assistant sales manager of Revlon Products Corp. for four years.

BENJAMIN HIRSCH has been named merchandising coordinator for Pears soap sales in the U.S. The appointment was made by Schieffelin & Co., American agent for the English product.

WALTER ENNIS, formerly merchandising director of Calkins & Holden, Carlock, McClinton & Smith, Inc., has opened a food outlets sales service for household



Walter Ennis

drug, health, and cosmetic manufacturers. The concern, called Walter Ennis Associates, has offices at 545 Fifth Ave., New York City.

DR. R. W. MERRITT and **S. F. THUNE** have been named assistant vice presidents of National Starch Products, Inc.

VICTOR H. MARQUIS has joined the organization of Albert Verley & Co. as metropolitan representative. He has been associated with the essential oil and aromatic chemical industry for the past 17 years with the exception of the World War II years when he served with the American army in the North African theatre of operations.

JEAN NATE, (Mrs. William Hunnefield) and Mr. Hunnefield, have been enjoying a vacation in Nantucket, Mass.

OSCAR BEISER has resigned from Pond's Extract Co., Clinton, Conn.



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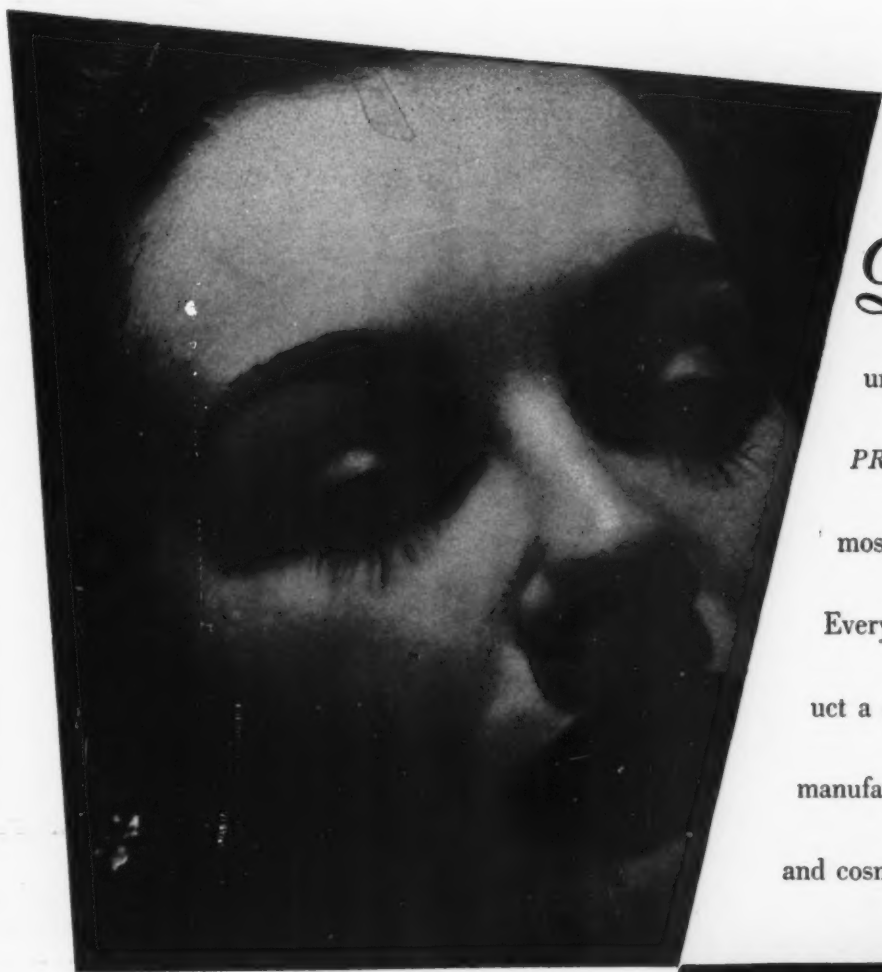
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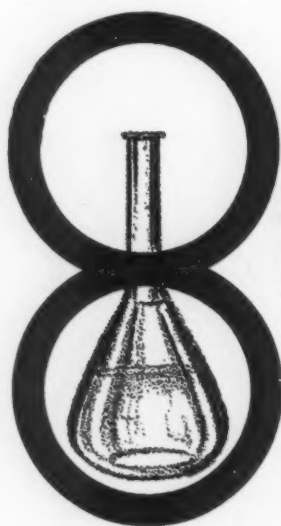
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218 September, 1951

The American Perfumer

Market Report

Firm and Steady Prices Likely

A TIGHTER supply situation in glycerin and a general easing in citric acid and tartrates is expected to develop over the final quarter of the year. Rosin and turpentine which enjoy a wide use in the manufacture of chemicals and pharmaceuticals have been slow to recover from the low price levels of a month ago. Increasing quantities particularly of gum rosin were being placed under the Government loan program in a move on the part of major producers in the South to obtain better prices for their material. The quantities available in the open market will continue to be limited until such time as commercial users are willing to pay better prices. While much optimism prevailed in both turpentine and rosin on the belief that there remains a vast potential demand for these goods, foreign buyers have not been giving much support to the market whereas substantial quantities were being moved abroad earlier in the year.

Citrus Oils Easier

Several essential oils that have displayed an easier trend in recent months continued to soften and shipments of Californian citrus oils were reported coming in more freely. There was considerable speculation in trade circles regarding the extent of a seasonal upswing in oil and aromatic chemical sales with the approach of the Fall season. Normally perfumers, cosmetic manufacturers and makers of proprietaries anticipate their future requirements at about this time. Because of the activity that followed the outbreak of the Korean war, however, some observers believe that the inventory position of many consumers is still quite comfortable.

Incoming shipments of perfumery from France are continuing at a good rate with as much as 163

cases arriving in a single week. Some of these goods it is believed are in the form of essences to be processed between now and the year-end holiday season.

Pricewise essential oils were featured by a spectacular advance in cananga from Java. The advance was in no way supported by a demand, dealers explaining that the new and higher quotations were beyond the reach of most buyers. Patchouli continued to display a soft tone but toward the close of the period under review the article showed a greater amount of stability.

Mint Oils Stronger

Because of a delay in the new crop, mint oils displayed some strength in the country. Locally trade was quiet. Reports indicated that the coming crop would be satisfactory but there was a tendency to proceed with caution until such time as more accurate details concerning the yield and the actual size of the crop were available. While crude glycerin prices declined several cents a pound in the face of a generally strong market for the refined material, major refiners reported that they could not afford to continue to pay over 37 cents for crude and sell chemically pure material at present levels. The statistical position in crude material is exceedingly firm, however, with sellers finding ready buyers at the lower figure. Very little foreign crude has been available in this market. In fact a total of only about 200 tons of Argentine crude has been offered and sold in this market in recent months, whereas normally, the Argentine has an exportable surplus of around 300 tons of crude material a month.

Crude glycerin stocks declined from 64,146,000 pounds at the end of May to 62,593,000 pounds in June according to official statistics and trade observers believe that

July stocks will show a further decline when figures are completed for that period. Glycerin usage is running at about 20,000,000 pounds a month which is equivalent to approximately a 90-day supply.

Developments in some of the basic materials necessary in the manufacture of aromatic chemicals and certain specialties created some concern especially in toluol, benzol, and xylol. Any odd lots of toluol are now going into Ordnance storage tanks for the production trinitrotoluol (TNT), and as production of the latter article is increased, greater quantities of toluol will be needed. Although the petroleum industry can produce increasing quantities of toluol, demands for benzol for synthetic rubber would tend to prevent any marked increase in toluol output from petroleum. Caustic potash is in freer supply. The supply of soda ash and caustic soda has been brought in balance with demands, but borax and boron products remain scarce.

Firmer Tone in Vanilla

Trade in vanilla beans remained quiet with the alcohol tax drawback as well as other economic factors serving to make extract manufacturers extremely cautious in their operations. The situation in Mexico remains firm and reports from Marseilles and Madagascar suggest a decidedly firmer supply situation for the future. Philippine output of coconut products, copra, coconut oil and desiccated coconut in the first quarter of this year amounted to 235,500 long tons in terms of copra. This represented an increase of 40 percent from the 168,300 ton output in the corresponding period a year ago. The appreciable increase in production may be attributed to generally excellent weather and the very profitable prices offered for copra.



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Almond Bit, FPA per lb.	3.25@ 4.25	Citronella, Ceylon	1.65@ 2.00	Neroli, Bigarde P.	85.00@ 95.00
Sweet True60@ .90	Java	1.90@ 2.25	Petale, extra NF	155.00@180.00
Apricot Kernel55@ .70	Java type	1.45@ 1.80	Nutmeg	4.35@ 5.10
Amyris	1.75@ 2.50	Cloves, Zanzibar	3.35@ 3.60	Ocotea Cymbarum80@ 1.00
Angelica Root	135.00@170.00	Madagascar	3.50@ 3.75	Olibanum	5.30@ 7.00
Anise, U.S.P.	1.85@ 2.00	Copaiba	2.50@ 3.00	Opopanax	45.00@ 48.00
Aspic (spike) Span	3.00@ 3.80	Coriander	26.00@ 32.00	Orange, Florida	2.80 Nom'l
Avocado	1.10@ 1.50	Croton	5.00@ 6.20	Brazilian	1.50 Nom'l
Bay	1.70@ 2.00	Cumin	5.65@ 7.00	Calif., exp.	2.75@
Bergamot	12.50 Nom'l	Dill—		Distilled	1.10@
Artificial	3.25@ 4.25	Weed	4.00@ 4.50	Orris Root, abs. (oz.)	65.00@ 70.00
Birchar, crude	1.50@ 1.55	Seed	6.25@ 6.85	Artificial	36.00 Nom'l
Birchar, rectified	4.00@ 4.50	Erigeron	6.75@ 6.90	Patchouli	15.00@ 18.00
Bois de Rose	4.75@ 5.50	Eucalyptus 80-85%	1.30@ 1.55	Pennyroyal, Amer.	4.10 Nom'l
Cade, U. S. P.40@ .60	Fennel, Sweet	2.45@ 3.20	European	4.75@ 5.50
Cajuput U. S. P.	2.25@ 2.65	Garlic (oz.)	7.25@ 7.70	Peppermint natural	7.35@ 7.65
Cajuput (technical)	2.40@ 2.55	Grapefruit	2.00@ 2.50	Redistilled	7.85@ 8.20
Calamus	20.00@ 25.00	Geranium, Rose, Algerian	26.00@ 32.50	Petitgrain	3.60@ 4.00
Camphor "White"50@ .65	Bourbon	26.50@ 32.00	Pimento, Berry	4.80@ 5.50
Cananga, native	8.25@ 10.00	Turkish	8.50@ 10.00	Leaf	2.35@ 2.95
Rectified	9.50@ 9.85	Ginger	21.75@ 25.00	Pinus Sylvestris	2.65@ 2.85
Caraway	4.05@ 5.10	Guaiac (Wood)	1.75@ 2.00	Pumilio	2.85@ 3.20
Cardamon	60.00@ 85.00	Hemlock	2.50@ 2.80	Rose, Bulgaria (oz.)	40.00@ 60.00
Cascarillo	40.00@ 48.00	Juniper Berry	2.85@ 4.00	Synthetic, lb.	26.00@ 32.00
Cassia, rectified, U. S. P.	5.15@ 5.75	Laurel leaf	4.00@ 4.85	Rosemary, Spanish	1.00@ 1.50
Cedar leaf U. S. P.	3.50@ 3.75	Lavandin	4.25@ 5.00	Sage, Spanish95@ 1.25
Cedar Wood65@ .70	Lavender, French	4.35@ 9.80	Sage, Dalmatian	13.25@ 14.10
Celery	17.00@ 17.75	Lemon, Calif.	5.00@ 5.10	Sandalwood, N. F.	12.00@ 12.50
Chamomile Hungarian	280.00@325.00	Italian	4.60@ 8.00	Sassafras—	
Cinnamon oil, Bark	35.00@ 50.00	Lemongrass	3.45@ 3.95	Artificial85@ 1.25
Leaf	2.85@ 3.15	Limes, distilled	7.70@ 8.50	Snake root	31.00@ 35.00
		Expressed	8.10@ 8.80	Spearmint	5.35@ 5.80
		Linaloe wood	4.65@ 4.80	Spruce	2.50@ 2.75
		Lovage (oz.)	10.00@ 12.00	Sweet birch Southern	2.25@ 3.00
		Mace	4.55@ 6.00	Northern	4.90@ 7.50
		Marjoram	4.35@ 4.60	Tansy	8.60@ 9.00

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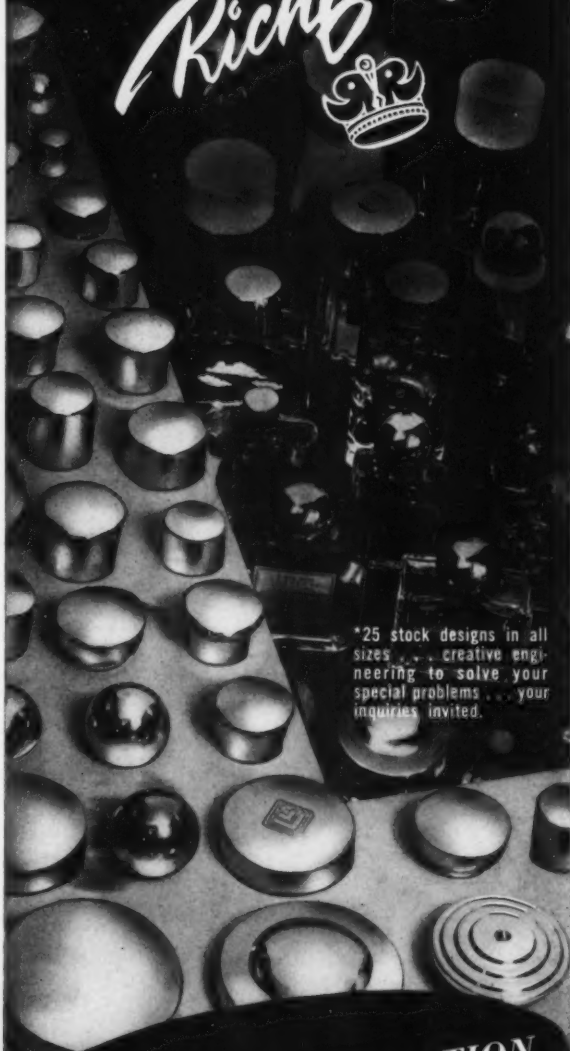
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Thyme, red	2.10@	2.75
White	2.35@	2.80
Valarian, extra	75.00@	88.00
Vetivert—		
Haitian	22.00@	25.00
Java	30.00@	35.00
Bourbon	29.00@	35.00
Wintergreen, Southern	3.35@	15.00
Northern	6.00@	13.50
Wormseed	8.00@	9.10
Wormwood	6.85@	7.35
Ylang Ylang, Bourbon	23.00	Nom'l
Haitian	12.85	Nom'l

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Bay	2.70@	2.90
Bergamot	20.00@	21.50
Grapefruit	30.00@	38.00
Lavender	11.00@	15.00
Lemon	50.00@	52.00
Lime, ex.	80.00@	90.00
Distilled	60.00@	62.00
Orange sweet	135.00@	170.00
Peppermint	15.00@	15.25
Petitgrain	5.50@	6.40
Spearmint	8.50@	10.00

DERIVATIVES AND CHEMICALS

Acetaldehyde 50%	2.15@	2.50
Acetaphenone	1.60@	1.80
Alcohol C 8	2.00@	2.35
C 9	12.60@	14.00
C 10	2.00@	2.30
C 11	13.60@	14.50
C 12	2.30@	2.65
Aldehyde C 8	9.00@	11.00
C 9	17.10@	17.30
C 10	8.35@	8.60
C 11	18.60@	20.00
C-12	15.75@	16.50
C 14 (Peach so-called) ..	6.85@	7.50
C 16 (Strawberry so-called)	6.25@	.70

Amyl Acetate60@	.70
Amyl Butyrate	1.00@	1.25
Amylcinnamic Aldehyde ..	2.20@	2.40
Amyl Formate	1.00@	1.25
Amyl Phenylacetate	3.75@	4.10
Amyl Propionate	1.25@	1.60
Amyl Salicylate	1.00@	1.25
Amyl Valerate	2.00@	2.50
Anethol	1.40@	1.60
Anisic Aldehyde	2.70@	2.90
Anisyl Acetate	5.85@	6.00
Benzyl Acetate75@	.85
Benzyl Alcohol78@	.85
Benzyl Butyrate	2.00@	2.35
Benzyl Cinnamate	3.30@	3.60
Benzyl Formate	2.00@	2.30
Benzophenone	1.75@	2.00
Benzyl-Iso-Eugenol	9.75@	10.00
Benzyl Propionate	1.60@	2.20
Benzyl Salicylate	1.90@	2.10
Benzylidene Acetone	2.00@	2.75
Bromstyrol	5.75@	6.35
Butyl Acetate, normal	1.94@	3.75
Cinnamic Alcohol	3.10@	3.75
Cinnamic Aldehyde	1.25@	1.40
Cinnamyl Acetate	3.75@	4.50
Citral, C. P.	8.10@	8.75
Citronellol	3.85@	4.35
Citronellyl Acetate	4.95@	5.20
Citronellyl Butyrate	6.50@	6.85
Coumarin	3.00@	3.50
Cuminic Aldehyde	5.90@	6.35
Diethylphthalate50@	.55
Dimethyl Anthranilate	5.75@	6.00
Diphenyl Methane	1.15@	1.40
Ethyl Acetate35@	.38
Ethyl Benzoate85@	.90
Ethyl Butyrate80@	.95
Ethyl Capronate	2.20@	3.15
Ethyl Cinnamate	2.45@	2.80
Ethyl Formate70@	.80
Ethyl Propionate90@	1.00
Ethyl Salicylate	1.00@	1.50

Ethyl Vanillin	6.75@	6.80
Eucalyptol	3.00@	3.75
Eugenol	3.50@	4.00
Geraniol, dom.	2.40@	3.50
Geranyl Acetate	3.75@	4.25
Geranyl Butyrate	6.30@	6.65
Geranyl Formate	6.35@	6.60
Guaiaac Wood Acetate	4.65@	5.00
Heliotropin, dom.	3.50@	3.90
Hydrotropic Aldehyde	6.30@	6.85
Hydroxycitronellal	9.40@	10.00
Indol, C. P.	20.00@	22.00

Ionones

Beta	8.75@	11.25
Methyl	7.50@	10.00
Iso-borneol	1.65@	1.80
Iso-butyl Acetate	1.00@	1.75
Iso-butyl Benzoate	1.10@	1.50
Iso-butyl Salicylate	2.15@	3.00
Iso-eugenol	4.65@	4.90
Iso-safrol	2.10@	2.80
Linalool	7.10@	7.85
Linalyl, Acetate 90%	6.85@	7.05
70%	4.85@	5.10
Linalyl Formate	13.05@	13.85
Linalyl Propionate	11.90@	12.50
Menthol	10.50@	11.25
Methyl Acetophenone	1.50@	1.90
Methyl Anthranilate	4.00	Nom'l
Methyl Benzoate60@	1.00
Methyl Cinnamate	1.75@	2.25
Methyl Heptenone	7.15@	8.00
Methyl Heptene Carbonate ..	45.00@	60.00
Methyl Naphthyl Ketone ..	4.75	Nom'l
Methyl Phenylacetate	1.20@	1.85
Methyl Salicylate55@	.80
Musk Ambrette	5.60@	5.85
Ketone	5.35@	5.60
Xylene	1.65@	1.90
Neroline (ethyl ether)	2.50@	2.80
Paracresyl Acetate	2.20@	2.75
Paracresyl Methyl Ether ..	2.50@	3.00
Paracresyl Phenyl-acetate ..	4.75@	5.40

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Phenylacetaldehyde 50% ..	2.75@	3.25
100%	4.10@	4.65
Phenylacetic Acid	1.65@	2.25
Phenylethyl Acetate	2.00@	2.50
Phenylethyl Alcohol	1.75@	2.00
Phenylethyl Butyrate	4.20@	4.50
Phenylethyl Propionate	3.40@	4.00
Phenylethyl Salicylate	4.35@	4.80
Phenylethyl Valerianate ..	5.70@	5.90
Phenylpropyl Acetate	3.50@	4.20
Safrol	1.25@	1.50
Scitol C. P. (oz.)	2.65@	3.40
Styrollyl Acetate	1.90@	2.50
Vanillin (clove oil)	5.00@	5.50
(guaiacol)	3.00@	3.05
Lignin	3.00@	3.05
Vetiver Acetate	47.50@	50.00
Violet Ketone Alpha	9.90@	10.25
Yara Yara (Methyl ether) ..	2.25@	2.80

BEANS

Tonka Beans Surinam	1.00@	1.10
Angostura	1.75@	1.80
Vanilla Beans		
Bourbon	2.95@	3.30
Mexican, whole	6.00@	6.50
Mexican, cut	5.00@	5.40
Tahiti	2.75@	2.95

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Acetone	10 1/4@	.14
Ambergris, ounce	8.00@	17.50
Balsam, Copaiba	1.65@	2.50
Peru	2.35@	2.55
Beeswax, bleached, pure ..		
U. S. P.80@	.82
Yellow, refined73@	.75
Bismuth, subnitrate	2.65@	
Borax, crystals, carlot ton ..	61.25@	81.25
Boric Acid, U. S. P., ton	129.00@	133.50

Calcium, Phosphate08@	.08 1/4
Phosphate, tri-basic06 3/4@	.07 1/2
Camphor, pwd., domestic ..	.60@	.62
Castoreum, nat., cans	7.10@	15.00
Cetyl, Alcohol	1.50@	1.55
Chalk, precip. bags, clts ..	.02 7/8@	.03
Cherry Laurel Water, jug,		
gal.	1.25	Nom'l
Citric Acid	28 1/2@	29 1/2
Civet, ounce	4.25@	12.00
Cocoa butter, bulk65 1/2@	.66
Cyclohexanol (Hexalin) ..	.30@	.32
Dextrine, white, cwt	8.16@	8.31
Fuller's Earth, Mines ton ..	27.00@	30.00
Glycerin, C. P.54 3/4@	.55 1/4
Soap lye, crude34@	.34 1/2
Gum Arabic, pwd.21@	.22
Amber15 1/2@	.16 1/4
Gum Benzoin, Siam	3.50@	3.85
Sumatra40@	.42
Gum Galbanum80@	.95
Gum Myrrh30@	.37
Henna, pwd.25@	.27
Kaolin05@	.07
Labdanum	5.00@	7.00
Lanolin, hydrous34@	.35
Anhydrous36@	.38
Magnesium, carbonate11 1/4@	.14
Stearate42@	.44
Musk, ounce	40.00@	50.00
Olibanum, tears20@	.25
Siftings16@	.18
Orange Flower Water, gal. ..	1.75@	2.25
Orris Root, Italian20@	.26
Paraffin06 3/8@	.07 1/8
Peroxide (hydrogen U. S. P.)		
bbls.03 3/4@	.05
Petrolatum, white06 3/4@	.08 3/4
Quince Seed95@	1.25
Rice Starch18@	.22
Rose flowers, pale40@	.48
Rose Water, jug (gal.)	1.50@	2.00
Rosin, M. per cwt.	9.30@	

Salicylic Acid42@	Nom'l
Saponin No. 1	2.45@	2.60
Silicate, 40°, drums, works,		
100 pounds	1.10@	1.40
Sodium Carb.		
58% light, 100 pounds ..	1.60@	4.62
Hydroxide, 76% solid, 100		
pounds	3.35@	4.55
Spermaceti34@	.37
Styrax	1.50@	1.85
Tartaric Acid39 1/2@	.41
Tragacanth, No. 1	4.25@	4.50
Triethanolamine26 1/4@	.27 1/4
Violet Flowers185	Nom'l
Zinc stearate, U.S.P.41@	.43
Oxide, U.S.P.19 1/4@	.20 1/4

OILS AND FATS

Castor, refined, drums34@	.34 1/2
Coconut, crude, Atlantic		
ports, tanks14@	
Double distilled, drums ..	.20@	.20 1/4
Corn, crude, Midwest, mill,		
tanks15 1/2@	
Corn Oil, refined, tanks ..	.19 @	.19 1/2
Cottonseed, crude tanks ..	.15 1/4@	
Grease, white08 7/8@	
Lard, Chicago16 3/4	Nom'l
Lard Oil, common, No. 1		
drums14 1/2@	.15
Olive, edible (gal.)	2.50@	2.75
Peanut, crude tanks17 1/4@	
Peanut, refined tanks21 1/8@	.22
Red Oil, single distilled		
drums16 1/4@	.17
Double distilled18 3/4@	.20
Stearic Acid		
Triple Pressed17 @	.17 1/2
Double Pressed14 3/4@	.15
Tallow, acidless, drums ..	.14 1/2@	.15
Tallow, extra08 3/8@	.08 7/8

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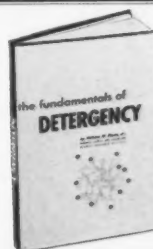
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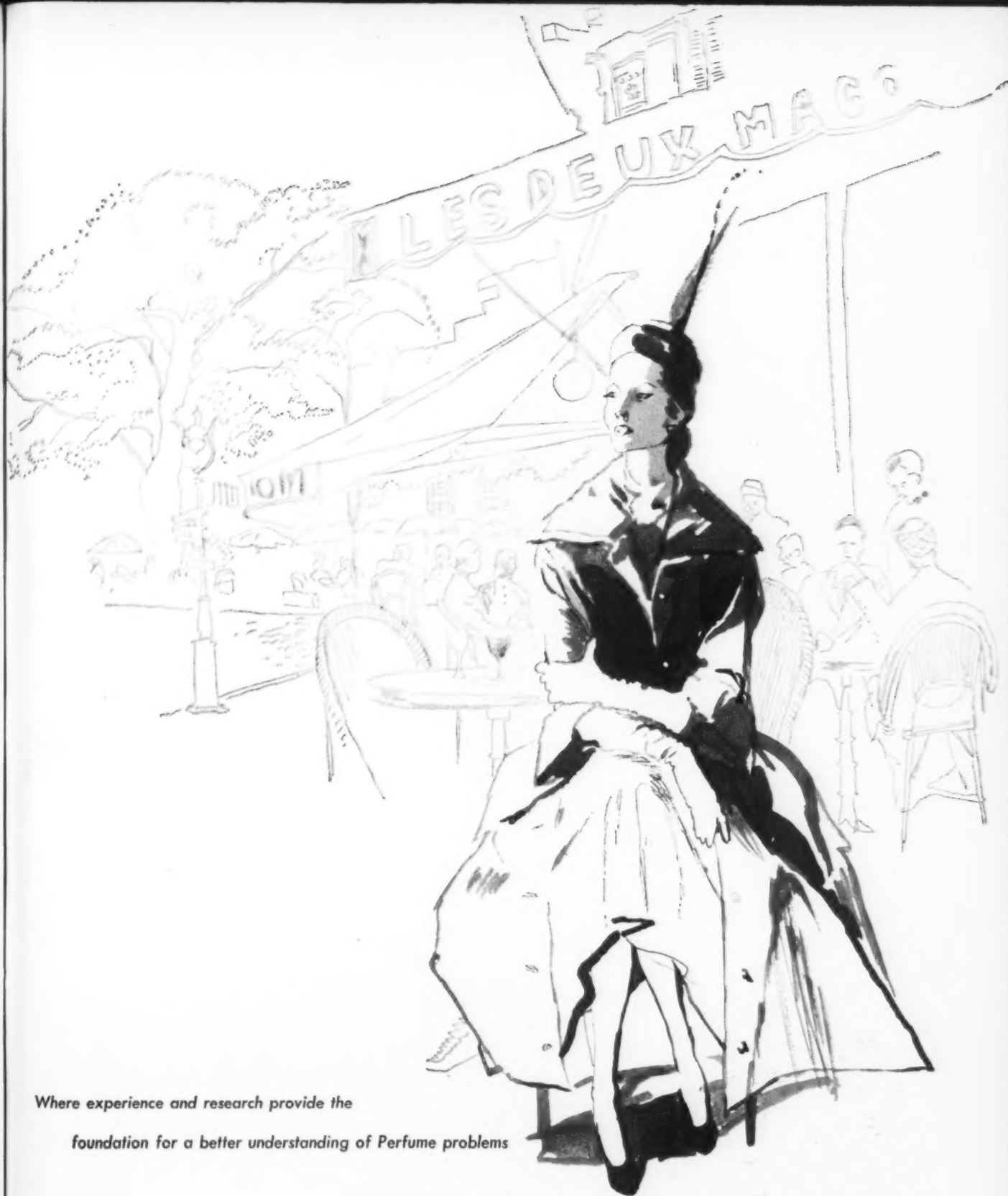
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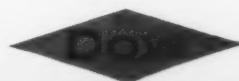
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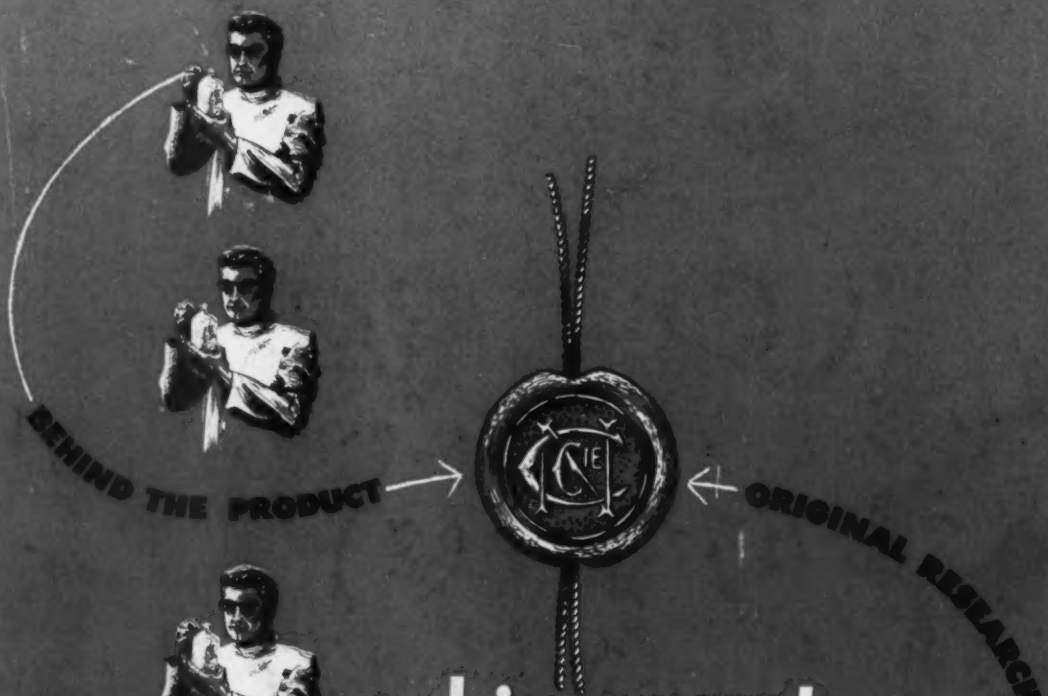
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